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ABSTRACT

This edition of the Public Relations Bibliography includes titles, citations, and annotations of literature with 1988 and 1989 publication dates classified under 26 different topics from business responsibility through writing. Selection of the approximately 600 journal articles and books included in the bibliography was guided by a broad definition of public relations which includes tools employed to establish and maintain support, confidence, and understanding between institutions and their publics, and how these tools are used. (RS)

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1988-89

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INTRODUCTION

This 1988-89 edition of the Public Relations Bibliography is the twelfth regular publication of the Bibliography since 1957. It is the oldest continuing project funded by the Foundation for Public Relations and Education, now The Institute for Public Relations Research and Education.

The first publication of the literature related to public relations theory and practice to be supported by the Institute was compiled and edited by Scott M. Cutlip. It was published in 1957. Dr. Robert Bishop updated the Public Relations Bibliography in 1976, also with Institute support.

From 1978 to 1985, the Public Relations Bibliography was published annually in the winter issue of Public Relations Review. Beginning with the 1978 publication to the present, the Public Relations Bibliography has been compiled and edited by Dr. Albert Walker under annual Institute grants.

Beginning with 1990, regular publication of the Public Relations Bibliography has been undertaken by the ERIC Clearinghouse on Reading and Communication Skills, Bloomington, Indiana. The ERIC Clearinghouse has been making the Bibliography available through its computerized information retrieval service, and a limited number of printed copies. Printed copies of the Public Relations Bibliography of literature with publication dates since 1986 are available from the Institute for Public Relations Research and Education.

This edition of the Public Relations Bibliography includes titles and citations of literature with 1988 and 1989 publication dates. They have been classified under 26 different topics from Business Responsibility through Writing.

The literature has been compiled through data base and manual searches for articles, published speeches, and books that deal with public relations and related subjects.

In selecting titles to be included in the Public Relations Bibliography, the editor has been guided by a broad definition of public relations which includes tools employed to establish and maintain support, confidence and understanding between institutions and their publics, and how these tools are used. The Bibliography also includes research designed to make the practice more results-oriented and to improve education for public relations.

Periodicals cited in the Bibliography include a wide range of titles chosen from general magazines, professional journals, association publications, and other more specialized publications.

This Bibliography does not pretend to be all-exclusive of all the published literature related to the theory and practice of public relations in 1988 and 1989. This would be an impossible task. However, it is a good sample of the best thinking and writing about public relations, and can expand the knowledge and understanding of public relations of those who will refer to it.

Reprints of articles cited in this Bibliography may be obtained from public libraries, university libraries where public relations and business are taught, or from one of the commercial computerized information retrieval services.

Users who wish to call or write for back issues of magazines cited in this bibliography or article reprints directly from the publication may obtain the addresses and telephone numbers from directories available in most libraries. Reprints also may be acquired from library collections and inter-library loans. They also may be available from University Microfilms International (UMI), Ann Arbor, Michigan.

Further assistance also may be available from members of the Education Section of the Public Relations Society of America, and professors who teach public relations, communication, journalism, and business in universities and colleges. Additional help may be obtained from the Information Centers of the Public Relations Society of America and the International Association of Business Communicators.

Albert Walker PHD, APR
Myrtle Beach, South Carolina
December 15, 1990

Business Responsibility

Journals

Aikes, Hadley. "Moral Obtuseness in America," National Review, v41 n11 p33-36 Jun 16 1989.

Reviews the 10-part PBS series "Ethics in America." Concludes that among the professions represented, journalists were "nearly the most witless, and certainly the shallowest, when it came to reflecting, with any seriousness, in the moral grounds of their judgment." Places the journalist just above lawyers on the morality scale.

Andrews, Kenneth R. "Ethics in Practice," Harvard Business Review, v89 n5 p99-104 Sept-Oct 1989.

Suggests that ethics is practiced on four fronts: (1) development of the executive as a moral person, (2) influence of the corporation on the morals of its environment, (3) actions needed to chart a high road to economic and ethical performance, and (4) mounting guardrails to keep corporate wayfarers on track.

Baker, Nancy Croft. "Would You Hire Them?," Nation's Business, v77 n4 p16-19,22 Apr 1989.

Names education as the nation's number 1 national economic problem and recommends way business can help.

Bernheim, Ronald E. "An Outbreak of Ethics," Across the Board, v15 n5 p14-19 May 1988.

Contends that codes and training courses may do little to deter ethical behavior, but companies have much to gain from fostering ethical literacy anyway.

Bloom, David; Steen, Todd P. "Why Child Care Is Good for Business," American Demographics, v10 n8 p22-27,58-59 Aug 1988.

Contends that child care is good for business because it results in higher morale, less anxiety among workers, reduced turnover, and healthier workers reducing health benefit costs.

Bruner, Robert F.; Paine, Lynn Sharp. "Management Buyouts and Managerial Ethics," California Management Review, v30 n2 p89-106 Win 1988.

Addresses the problems created by management's conflicts of interest: to act in their own self-interests and those of shareholders, employees and the community.

Cetron, Mervin J. "Long-Term Trends Affecting the United States," The Futurist, v22 n4 p49-40 Jul-Aug 1988.

Contends that among the most important areas affecting America's future is education that will determine

America's future. Also argues for encouraging entrepreneurism, doing away with mandatory age retirement practices, equalizing men and women's wages, and overcoming the bottom line syndrome that pervades society, causing both government and citizens to set their sights on short-term profits at the expense of the nation's future.

Connor, Desmond M. "Breaking Through the 'Nimby' Syndrome," Civil Engineering, v58 n12 p69-71 Dec 1988.
Asserts that civil engineers do not have the expertise to deal with public concerns regarding their projects. Recommends that engineers develop a social database about the communities to be affected by the project. The database compiles community concerns and appropriate responses.

Davenport, Carol. "America's Most Admired Corporations," Fortune, v119 n3 p68-71,74-77,80-81,84,86,90,94 Jan 30 1989.
Results of the magazine's seventh annual survey of most and least admired corporations. The survey measured reputation, earnings, product innovation, quality of management, retention of employees, and community and environmental responsibility.

Feuerherd, Joseph; Jones, Arthur. "The Deaver Legacy," Financial World, v157 n23 p12 Dec 13 1988.
Describes how Michael Deaver's unethical and illegal public relations practices have set back the entire profession.

Garbett, Thomas F. "Look What We're Doing for Humanity," Across the Board, v26 n5 p45-52 May 1989.
Dissects the strengths and weaknesses of 17 strategies for selling image and good works through corporate advertising. Well-illustrated. Excerpt from the author's book, How to Build a Corporation's Identity and Project Its Image, published by Lexington Books.

"Getting It Right: What Leaders Can Do: A Panel of the Trinity Center on Ethics and Corporate Policy," Across the Board, v25 n5 p20-27 May 1988.
Reports the comments of prominent CEOs, attorneys and investment bankers who explore ways to encourage ethical behavior in organizations.

Gray, Robert T. "Education: The Competitor's Key," Nation's Business, v77 n6 p60-64 Jun 1989.
New Chairman of the United States Chambers of Commerce reveals that the major theme of his administration will be educational reform which he states is the key to successful American competition in a global market.

----------. "Making Ethics Come Alive," Nation's Business, v76 n6 p65-66 Jun 1988.

Describes formation and work of the National Commission of Fraudulent Financial Reporting, a private sector initiative of the nation's leading accounting firms to serve as a watchdog and promote ethical behavior in the accounting profession.

Heath, Robert L.; Ryan, Michael. "Public Relations Role in Defining Social Responsibility," Journal of Mass Media Ethics, v4 n1 p21-38 1989.

A total of 300 randomly selected companies identify the role of public relations in developing ethical standards and codes of ethics.

Judd, Larry R. "Credibility, Public Relations and Social Responsibility," Public Relations Review, v15 n2 p34-40 Sum 1989.

Contends that an increase in the level of social responsibility by public relations practitioners would be associated with an increase in the public relations role in decision-making.

Krukeberg, Dean. "The Need for an International Code of Ethics," Public Relations Review, v15 n2 p6-18 Sum 1989.

Examines the scope and power of transnational corporations and identifies and reviews four types of criticism leveled at such organizations during the 1970s and 1980s.

Lowengard, Mary. "Community Relations: New Approaches to Building Consensus," Public Relations Journal, v45 n10 p25-28,30 Oct 1989.

Presents two sides to community relations. One is a tool for advancing a corporate goal. Second is the role of corporate philanthropist (solving the community's social problems).

McGuire, Jean B.; and others. "Corporate Social Responsibility and Firm Financial Performance," Academy of Management Journal, v31 n4 p854-872 Dec 1988.

Reports results of a comparison of Fortune magazine's ratings of corporate reputations with perceptions of the firm's corporate social responsibility and measures their financial performance.

Moore, Hank. "Demonstrating Leadership Through Public Service," Public Relations Journal, v45 n2 p29,31 Feb 1989.

Recommends a strong position of leadership in public and community service for practitioners to work alongside CEOs and be able to advise their own CEOs and clients on where they should place their public service time and energy.

Nelton, Sharon. "Fun and Games--and Ethics," Nation's Business, v77 n11 p38-39 Nov 1989.
Introduces the Milton Bradley game, "A Question of Scruples." The game raises hundreds of ethical issues and situations. Players are challenged to respond by yes, no, or depends, and must defend their answers.

O'Connell, Brian. "Two Million Points of Light," Across the Board, v26 n3 p11-15 Mar 1989.
Asserts that corporations represent the fastest-growing source of contributions to the public sector and are greatly expanding their participation beyond money contributions.

Paluszek, John. "Public Relations and Ethical Leadership," Vital Speeches, v55 n19 p747-751 Oct 1 1989.
Contends that public relations should be in the forefront of ethical behavior because of its high visibility and dependence on public approval.

Pearson, Ron. "Reviewing Albert J. Sullivan's Theory of Public Relations Ethics," Public Relations Review, v15 n2 p52-62 Sum 1989.
Analyzes the writings of Albert J. Sullivan on public relations issues and ethics.

Post, Linda Curry. "And Baby Makes Three," Communication World v6 n2 p21-25 Apr 1989.
Reports how some companies are dealing with today's child-care dilemma, and how communicators are reporting the story. Also reports findings of a survey of more than 1,500 members of the American Society for Personnel Administrators.

Queenan, Joe. "Ethical Shopping," Forbes, v143 n8 p80,84 Apr 17 1989.
Discusses problems arising from new consumer demands for ethical behavior by companies whose products customers may buy or boycott based on such considerations as policies dealing with South Africa, sensitivity to women and minorities, and respect for the environment.

Rodgers, Fran Sussner. "Business and the Facts of Family Life," Harvard Business Review, v89 n6 p121-131 Nov-Dec 1989.
Argues for day care assistance for families as a legitimate business activity and expense because the economy needs the most skilled and productive work force it can get and women are numbered among the most skilled

and productive work force. Also business must help with the reproducing of the work force.

Royer, Mary-Paige. "Give Generously, Okay?," American Demographics, v10 n6 p34-37,58-60 Jun 1988.

Offers new tactics to convert baby boomers into donors by helping them relate to special interest causes and be open with communication.

Schultz, David L. "Toxic Chemical Disclosure," Public Relations Journal, v45 n1 p13-20 Jan 1989.

Offers some case histories of companies that have overcome opposition to their involvement with toxic chemicals in their respective communities. Includes a chart of key concerns of various publics, and strategies for dealing with them.

Stacks, Don W.; Wright, Donald K. "A Quantitative Examination of Ethical Dilemmas in Public Relations," Journal of Mass Media Ethics, v4 n1 p53-67 1989.

Examines ethical dilemmas and how they help achieve and can hinder fulfilling public relations objectives and the needs of the client and organization.

Todd, Mike. "Helping Internal Audiences Cope," Public Relations Journal, v45 n6 p40,39 Jun 1989.

Offers guidelines for handling crisis situations. Among the guidelines are to develop face-to-face relations with management, think beyond media and spokespersons, and work through local authorities.

Useem, Michael. "Market and Institutional Factors in Corporate Contributions," California Management Review, v30 n2 p77-88 Win 1988.

Contends that the leading market factors in determining where, when and how much to give on the firm's pre-tax earnings, advertising rewards and customer relations. Also discusses returns in community and national reputations.

Webber, Alan M. "Jimmy Carter: On the Statesman as CEO," The Futurist, v22 n5 p62-69 Sept-Oct 1988.

Alleges that high moral and ethical standards are essential and do not change from position to position or from one level of authority to another. Leaders also have to understand the needs of people who depend on them.

Wright, Donald K., Ed. "Ethics in Public Relations: A Special Issue," Public Relations Review, v15 n2 p3-67 Sum 1989.

Examines public relations behavior in terms of the morals of practitioners, the desires of corporations to define their standards for ethical behavior, and several

theories of moral and ethical behavior.

Wright, Donald K. "Ethics Research in Public Relations: An Overview," Public Relations Review, v15 n2 p3-5 Sum 1989.
Finds a trend toward requesting corporate public relations officers to prepare codes of ethical behavior for their respective organization, but these codes are rarely followed.

----------. "Examining Ethical and Moral Values of Public Relations People," Public Relations Review, v15 n2 p19-33 Sum 1989.
Contends that public relations will never be more ethical than the level of basic ethical morality of the people who practice public relations. The occupational ethics of an individual cannot be separated from the individual's personal morality.

Wright, Joanne. "Asbestos Needs Good PR: Here's How," American School & University, v61 n7 p142-150 Mar 1989.
Contends that a forthright and timely information program can position a corporate owner as a responsible citizen of the community.

Wylie, Frank W. "A Study of Ethics in College and University Public Relations," Public Relations Review, v15 n2 p63-67 Sum 1989.
Contends that ethics has two major components. The first is behavioral and the second is expertise. Moral behavior and knowledge are necessary for minimal acceptable performance.

Book

Jaska, J.A.; Pritchard, M.S. Communication Ethics: Methods of Analysis. Belmont, CA: Wadsworth. 1988.
Stresses the importance of considering the ethical implications in all communication through the use of cases, examples and application to a variety of issues.

Thomas, Cal. The Death of Ethics in America. Waco, TX: Word Books. 1988.
Argues for the role of the media in the breakdown of ethical standards and calls on the media to turn the nation around to a moral base and high ethical standard.

Communications: Employee

Journals

Arndt, Eric. "Nobody Does It Better," Communication World, v5 n6 p26-29 May 1988.

Cites Business Month's selection of the five best-managed companies. Finds they share sound communication techniques and the CEO plays an active leadership role in establishing and maintaining the company's communication style. The five best-managed companies are Merck, Compaq, Disney, Pepsi and Ford.

Bacon, Donald C. "Business Moves Against Drugs," Nation's Business, v77 n11 p82,84 Nov 1989.
Asserts that employees have a legitimate role in the war on drugs. Describes programs of some employers to create a drug-free working environment and to promote non-drug use among their employees and families.

----------. "See You in Court," Nation's Business, v77 n7 p16-18,20-28 Jul 1989.
Contends that employee suits against employers are turning the workplace into a legal combat zone. Includes guidelines to employee legal audits, laws protecting rights and useful books on employment law. Reprints from Nation's Business magazine. Identification number is 8753.

Bassier, Michael. "Food for Thought," Nation's Business, v77 n12 p29,31-32 Dec 1989.
Discusses Julia Child's latest campaign to enlist the support of U.S. corporations in a campaign to improve the eating and drinking habits of employees and families.

Berney, Karen. "Can Your Workers Read?," Nation's Business, v76 n10 p26-28,30,32,34 Oct 1988.
Reports on illiteracy in the workplace and what a few enlightened corporations are doing about it. The case histories go beyond the three R's to teaching communication skills, how to analyze and solve problems, and how to work cooperatively with others. Workplaces become schools after work, and sometimes during working hours. Includes a list of sources and references to assist in developing similar programs. See article by Walker on the same subject.

Burns, Thomas J. "Learning What Workers Think," Nation's Business, v76 n8 p32,41 Aug 1988.
Offers guidelines on designing an employee opinion survey to identify areas of concern and to elicit suggestions for improvement. Surveys are more effective when responses can be compared with the results of previous surveys.

Carew, Jack. "When Sales People Evaluate Their Managers," Sales and Marketing Management, v141 n3 p24-28 Mar 1989.
Tells how to integrate sales personnel into the

company's evaluation program.

Cowan, Robert A. "When The Thrill Is Gone," Nation's Business, v41 n3 p31-32 Mar 1988.
Offers guidelines on how to keep the best managers after the company's start-up phase begins to fade.

Farnham, Alan. "The Trust Gap," Fortune, v120 n14 p56-78 Dec 4 1989.
Describes gaps between perceptions of what management thinks employers want and what employees want. Management assumes that employees want pay, benefits and security, but pay, benefits and security rank far below respect, higher ethical standards by management, honesty in communication, and greater recognition of employee contributions to profitability. See article by Jaffe on same subject.

Gates, Michael. "Managing Creativity," Incentive, v163 n9 p181-185 Sept 1989.
Asserts that companies that want to get creative solutions from their employees need to create an environment that nurtures creativity. Contributing factors include freedom and autonomy, constructive feedback, recognition and rewards. Includes case history of Kodak's model innovative network, and suggestions for setting up a program.

Geromel, Gene. "A Good Start for New Hires," Nation's Business, v77 n1 p21,24 Jan 1989.
Offers guidelines for effective orientation programs for new employees.

Halcrow, Allan. "Voices of HR Experience--Part Two," Personnel Journal, v68 n5 p38-53 May 1989.
Reports the magazine's 1988 conference and exposition where human resource executives share roles and strategies in panel discussions.

Hanamura, Steve. "Working With People Who Are Different," Training & Equipment Journal, v43 n6 p110-116 Jun 1989.
Discusses differences in an increasingly diversified work force, including the handicapped, and offers guidelines on how to understand the differences and handle them.

Harris, John. "Getting the Most Out of Employee Wellness Programs," Public Relations Journal, v45 n4 p31-32 Aug 1989.
Asserts improving employee lifestyle will reduce incidence of disease and treatment costs. Some ways to promote health habits are to develop health-related news-

letters, advertise wellness courses, get involved with health fairs, and encourage cafeteria wellness menus.

Hesser, Randall G. "Writing the Book on Employees," Nation's Business, v77 n12 p50-51, Dec 1989.
Warns that courts have held that employee handbooks create what amounts to a contract and its provisions are legally enforceable.

Jaffe, Denis T.; Scott, Cynthia D. "Bridging Your Workers' Motivational Gap," Nation's Business, v77 n3 p30-32 Mar 1989.
Contends that too many managers assume their workers want the traditional incentives of more money, promotions and job security, when their actual wants are for respect, allowance for individual preferences and needs, information about the company's direction and future, and reasons for company policies and decisions. These are the findings of a Rutgers University study.

Johnson, Jay L. "Internal Communication: Key to Wal-Mart's Success," Discount Merchandiser, v29 n11 p68-73 Nov 1989.
Describes Wal-Mart's open communication policy for employees which assumes that every employee shares responsibility for the overall, efficient operation of the enterprise. Wal-Mart's internal communication network includes satellite transmission. The program identifies problems, lets them rise to the surface for solution. It involves all management personnel and all employee families.

Kennedy, Jane. "Is Mahogany Room Ready for Primetime?," Training, v25 n6 p7-14 Jun 1988.
Asserts that top management no longer maintains a low profile when it comes to keeping employees informed.

Kieshel, Walter III. "Office Hours: When Subordinates Evaluate the Boss," Fortune, v119 n13 p202 Jun 19 1989.
Contends that managers need feedback from below as well as above. Reports the findings of a survey that reveals evaluation by subordinates is becoming increasingly popular.

Kleber, Louis C. "Give Your Employees Individual Statements," Personnel Administrator, v34 n4 p64-68 Apr 1989.
Argues that comprehensive, personal statements of benefits is best way to transmit such information.

King, Steven S. "It's Showtime for Business," Nation's Business, v77 n4 p54-56 Apr 1989.
Discusses the role of videotaped presentations in business communication. Finds videotapes useful in re-

cruiting, conveying the institution's philosophy, and keeping employees informed.

Lee, Chris. "Using Customers' Rating to Reward Employees," Training, v26 n8 p41-46 May 1989.
Stresses customer service with qualitative and unstructured initial efforts such as talking to customers and customer evaluations.

McClelland, Valerie. "Employees We Trust," Personnel Administrator, v33 n9 p137-139 Sept 1988.
Sees a direct and close tie between open communication and trust, and names five components of trust: feedback, congruity, autonomy and shared values.

McCune, William B. "Internal Communication and Participatory Management: An Experiment in Team Building," Public Relations Quarterly, v34 n3 p14-18 Fall 1989.
Presents a case history of how a nuclear power generating plant has increased productivity and safety by introducing a participatory management program under the acronym: Pride. Components include a steering committee of management, salaried and union employees, a suggestion program, quality control circles, a recognition plan, hotline, special events and recreation.

McLathrin, E. Zoe. "Beyond Employee Publications," Public Relations Journal, v4 n7 p14-20 Jul 1989.
Stresses personal communication with employees in addition to videos and newsletters.

Nelton, Sharon. "Meet Your New Workforce," Nation's Business, v76 n7 p14-17,21 Jul 1988.
Contends that the new and growing majorities in the workforce are women, blacks, Hispanics and Asians. The new management is based on dealing with this diversified workforce and cultures, and educating employees to respect one another and to be nonprejudicial.

----------. "Motivating for Success," Nation's Business, v76 n3 p18,22-26 Mar 1988.
Asserts that bringing out the best in employees requires more leading and less bossing; more compliments and fewer criticisms. Contends that workers today want the freedom to do their jobs without interference. Reprints available from the magazine. Identification number is 8997.

Oberle, Joseph. "Training Speak: Learning the Lingo," Training, v26 n8 p8 Aug 1989.
Discusses the importance of communication between management and employees. Acronyms used in training are

unnecessary. Communication needs common language.

"On the Job Against Drugs," Nation's Business, v77 n7 p29-31 Jul 1989.
Offers guidelines for establishing a drug-abuse program. Adapted from "Drug Abuse in the Workplace: An Employer's Guide for Prevention," published by the U.S. Chambers of Commerce. The book may be ordered from the Chamber. The identifying number is 6972 for ordering.

O'Reilly, Charles. "Corporations, Culture, and Commitment: Motivation and Social Control in Organizations," California Management Review, v31 n4 p9-25 Sum 1989.
Argues that culture and commitment result from participation that relies on management helping employees interpret their reasons for working and strong and consistent cues from fellow workers that focus attention and shape attitudes and behavior.

Penzer, Erika. "Making the Quality Commitment," Incentive, v163 n9 p88-94 Sept 1989.
Describes Motorola's Malcolm Baldridge National Quality Award for its campaign to convince its employees of the importance of producing quality products and services.

Posner, Bruce P. "The Best Little Handbook in Texas," Inc, v11 n2 p84-88 Feb 1989.
Contends that employee manuals should be management tools working for the organization. Author tells how to make them more effective management tools.

Rapoza, Rita S. "Straight Talk from Key Employees," Nation's Business, v77 n11 p40 Nov 1989.
Admits to the risks of encouraging candor from key employees, but asserts that it is a risk worth taking.

Rinella, Sal D.; Kopecky, Robert J. "Tuition Payments Cut Turnover," Nation's Business, v77 n8 p25 Aug 1989.
Presents the case of Detroit's Burger King, which instituted a plan to help pay the college tuition for their part-time employees. It has kept part-time, minimum-wage workers on the job, reduced absenteeism, and improved the quality of service.

Rothman, Howard. "Wellness Works for Small Firms," Nation's Business, v77 n12 p42,44 Dec. 1989.
Discusses programs of small business firms aimed at improving the health and covering health costs of their employee benefits through wellness programs.

Stershic, Sybil F. "Internal Marketing of Service Quality," Bank Marketing, v21 n9 p60-62 Sept 1989.

Contends that the marketing department should take the leadership in reinforcing service quality throughout the bank.

Thompson, Roger. "An Untapped Resource," Nation's Business, v77 n3 p50-52 Mar 1989.

George Romney, former automobile executive, governor and presidential candidate, emerges as chair of VOLUNTEER--The National Center, a national network of volunteer centers to help solve community problems. The program is based on business leadership, which receives bottomline benefits.

Troy, Katherine. "Internal Communication Restructures for the '90s," Communication World, v6 n2 p28-31 Feb 1989.

Conference Board study finds that nearly 80 percent of responding companies had been restructured recently; about half had major staff cutbacks; more than 40 percent had undergone mergers or acquisitions. All respondents said they held their communication function accountable for results. Three-fifths monitored communication results through surveys.

Walker, Albert. "Illiteracy in the Workplace," Communication World, v6 n7 p18-21 Jun 1989.

Presents a plan for communicators to assist in reducing illiteracy in the workplace and in the community. The plan calls for using newspapers and volunteers among workers and their families.

Books

Levering, Robert. A Great Place to Work: What Makes Some Employers So Good (and Most So Bad). NY: Random House. 1988.

Successor to The 100 Best Companies to Work for in America. Credits a sense of trust, being treated fairly, and managers with a sincere concern for employee problems and willing to help. Suggests that managers move employees up, explain and defend decisions to employees in public, and treat them as partners.

Communications: General

Journals

Badaracco, Claire. "The Politics of Communication Audits," Public Relations Quarterly, v33n3 p27-31 Fall 1988.

Contends that the communication audit challenges the basic assumptions about what public relations should do and what organizational role practitioners should play.

"Bob Waterman Talks About Communication," Communication World, v5 n1 p16-19 Jan 1988.

Interview with communication expert and author who sees a bright future for communication. A younger generation of CEOs knows how to work more effectively with the media. Women CEOs also are using a softer approach to leadership than can bring out the best in productivity.

Eisenhart, Tom. "You're Talking--But Are They Listening?," Business Marketing, v74 n1 p30-33 Jan 1989.

Names steps for conducting communication audits: identify goals and scope, identify attitudes and communication styles of top management, collect and analyze data, and present data and recommendations in clear and concern reporting with graphs.

Hagerty, Pat. "Good Public Relations: An Essential Ingredient," Journal of Reading, v32 n8 p738-739 May 1989.

Contends that public relations is essential to quality reading and writing programs, and wherever public support and understanding are needed for success.

Harris, Tom W. "Listen Carefully," Nation's Business, v77 n6 p78 Jun 1989.

Reports recommendations of the president of a consulting and training firm on active listening behavior.

Harrison, E. Bruce. "Assessing the Damage," Public Relations Journal, v45 n10 p40-45 Oct 1989.

Discusses the Exxon oil spill and how the crisis should have been handled.

Head, Joel; Hickel, James K. "Restructuring? Avoid the Myths," Communication World, v6 n5 p18-20 Apr 1989.

Warns employers to avoid myths and adhere to the realities reporting the results and the reasons for restructuring.

Mann, Carl P. "Transformational Leadership in the Executive Office," Public Relations Quarterly, v33 n1 p19-23 Spr 1988.

Describes communication theory which expresses a transforming vision that occurs where there is an intense need for change. Ways are suggested for helping an audience understand the full impact of a problem and the consequences in a difficult situation and how a solution can be presented in a form that will be accepted by the audience. Example is cited from Chrysler.

Modic, Stanley J. "Grapevine Rated Most Believable," Industry Week, v238 n10 p11,14 May 15 1989.

Reports the results of a survey that revealed 60 percent of top managements believe they are telling employees more, yet one-half as many non-management employees agreed. The grapevine was given more credit for believability. Unions also received high ratings for communication.

Morris, Frederick E. "Getting Results from a Corporate Speakers Bureau," Public Relations Quarterly, v34 n1 p14-15 Spr 1989.
Offers a recipe for successful publicity: There must be a positive story to tell; the message to tell must be honest and constructive; and participants need to be adequately trained to communicate.

Newman, Joyce. "Speaker Training: Twenty-five Experts on Substance and Style," Public Relations Quarterly, v33 n2 p15-20 Sum 1988.
Reports the results of in-depth personal interviews with speech trainers and the CEOs they trained.

O'Connor, John T. "Architecture: Building Corporate Symbols," Harvard Business Review, v88 n5 p148-154 Sept-Oct 1988.
Shows how architecture of the corporate headquarters can also deliver a message regarding the type of corporation, what it stands for, and what it does. Burgeoning corporate America has discovered that building facades could be exploited to herald a message including the image and stature of an individual commercial enterprise.

Ranly, Don. "How Organization Editors Regard Their Jobs and Their Profession," Journalism Quarterly, v66 n4 p949-953 Win 1989.
Reports that editors of publications for organizations, the sponsored press, have high job satisfaction and view themselves as journalists.

Rosenberger, Brent W. "Recognizing and Working with a Speechwriter," Public Relations Journal, v44 n1 p31-32 Jan 1988.
Contends that good speechwriters should be news junkies because it offers clues to the issues and how to relate the topic of the speech to the news of the day.

Sellers, Jim. "Add Spark to Your Speeches," Currents, v14 n3 p48-51 Mar 1988.
Discusses ways of organizing speeches, using anecdotes, mini-cases and examples, and adding color to speeches.

Siegel, Alan. "Common Sense on Corporate Identity," Across the Board, v25 n6 p27-35 Jun 1988.
Contends that the new names and abstract logos

adopted by some companies betray confusion over identity. Recommends a more literal approach.

Walker, Albert. "Anatomy of a Communication Audit," Communication World, v5 n9 p19-23 Sept 1988.
Contends that employee populations are useful for measuring the results of both internal and external public relations. Employees are good sounding boards of the organization's relations in their respective communities.

Books

Andrews, James; Zarefsky, David. American Voices: Significant Speeches in American History. NY: Longman. 1989.
Arranged chronologically, and by purpose, setting, and circumstance under which they were given.

Baker, Eric; Blik, Tyler. Trademarks of the '40s & '50s. San Francisco, CA: S.F Chronicle Books. 1988.
Reproduces over 450 trademarks and logos along with the name and address of the organization classified by product line.

Barnouw, Erick, Editor-in-Chief. International Encyclopedia of Communications. Oxford University Press. 1989. 1,960pp.
This 4-volume reference set contains over 550 original articles by distinguished scholars and practitioners discussing topics from simple physical gestures, speech and language, and the history of communication from clay tablets to satellites.

Emery, Michael; Smythe, Ted C. Readings in Mass Communication: Concepts and Issues in the Mass Media, 7th Ed. Dubuque, IA: Wm. C. Brown. 1988. 572pp.
A collection of readings to give readers a comprehensive understanding of the role and function of the media in going beyond facts and figures to explaining the underlying concepts and issues.

Emonert, Philip; Barker, Larry L. Measurement of Communication Behavior. NY: Longman. 1989. 390pp.
Suggests measurement strategies of the communication process through a series of 14 essays on the subject.

Hay, Peter. The Book of Business Anecdotes. NY: Facts on File. 1988.
A collection of business anecdotes assembled by subject from banks and bankers to sales and selling, one thousand anecdotes, more than enough for a thousand speeches and story-telling.

Iapose, Michael. A Funny Thing Happened on the Way to the

Boardroom: Using Humor in Business Speaking. NY: Wiley 1988.

A guide to humor in speeches and presentations, including types of humor recommended for different audience settings and sizes.

Jamieson, Kathleen Hall. Eloquence in an Electronic Age: The Transformation of Political Speechmaking. NY: Oxford University Press. 1988. 320pp.

Addresses such fundamental issues about public speaking as what talents and techniques differentiate eloquent from less eloquent public speakers.

Kaplan, Burton. The Manager's Complete Guide to Speech Writing. NY: The Free Press. 1988.

A guide to avoiding the sins, how to target an audience, select a communications objective and theme, and achieve clarity and confidence.

McLuhan, Marshall; Powers, Bruce R. The Global Village: Transformations in World Life and Media in the 21st Century. Oxford University Press. 1989. 240pp.

Extends the visionary early work of the late Marshall McLuhan into the next century.

RoAnne, Susan. How to Work a Room. NY: Shapolsky Pub. 1988. 203pp.

Identifies the obstacles and explains how to overcome them in establishing rapport. Stresses the importance of listening, maintaining eye contact, asking questions, among the seven rules for establishing rapport.

Simpson, J. B. Simpson's Contemporary Quotations. Boston: Houghton Mifflin. 1988.

Compiles the most useful quotations since 1950 limited to commentaries on the contemporary scene.

Williams, Frederick, Ed. Measuring the Information Society. Newberry, CA: Sage, 1988.

Concludes that the '90s will greatly expand the management information systems beyond the capabilities of individual organizations, and will require establishment of networks.

Wurman, R. S. Information Anxiety. NY: Doubleday. 1989.

Claims that the information explosion does not necessarily lead to increased understanding. Calls for listening for the questions and attempting to answer them with explanations of causes and results rather than with data.

Communication Graphics and Technology

Journals

Behnke, Robert R. "Recent Technological Developments in Communication Training," Public Relations Quarterly, v32 n4 p20-24 Win 1987-88.

Describes training needed to employ the latest technology available to communication. Reviews Communication Effectiveness Trainer (ComET), a computer-based feedback delivery system with video display.

Charbuck, David. "Prepare for the E-Mail Attack," Forbes, v143 n2 p82-83,86-87 Jan 23 1989.

Describes the problems that have accompanied the growth of communication technology as direct marketers overload Fax machines and other communication systems. Offers solutions including "unlisted" Fax numbers.

Davis, Leila. "Another Medium for the Message," Nation's Business, v77 n8 p54-56 Aug 1989.

Discusses the latest in communication technology called "voice mail," a technique for recording, storing, retrieving and forwarding messages.

"Desktop Publishers Need Written Agreements," Public Relations Journal, v45 n11 p29 Nov 1989.

Reports copyright of materials prepared by a company's employee belongs to the employer under the "work made for hire" doctrine, except where there is a written agreement or other arrangements are made for freelancing.

Gordon, Gloria. "Desktop Video: New Toy or Effective Communication Tool?," Communication World, v5 n4 p20-21 Mar 1988.

Describes how computer software can be used to create animated, graphic presentations.

Gordon, Judy A. "Desktop Publishing: Separating Dreams from Reality," Public Relations Journal, v45 n11 p24-30 Feb 1989.

Asserts that knowledge of desktop publishing is no substitute for layout knowledge or for public relations strategy.

Krueger, Ken. "Video--Coming of Age in Industry," Supervision, v50 n3 p6-8 Mar 1989.

Contends that video presentations for information, education and training be consistent, appealing to a television generation, and cost-effective. It can be reproduced in more than one language and with sub-titles.

Leahigh, Alan K.; Cap, Steven A. "Public Relations Software,

1989," Public Relations Quarterly, v34 n1 p16-18 Spr 1989.
Warns that software preferences are highly personal.

Lukaszewski, James E.; Ridgeway, Paul R. "Improving Chart Presentations," Public Relations Journal, v45 n9 p45-46 Sept. 1989.
Names seven common mistakes in chart presentations including selling capabilities rather than solutions; selling people who aren't there, and being uninteresting.

Lutholtz, William M. "Technology May Change Our Jobs," Communication World, v5 n9 p16-18 Sept 1988.
Contends that many far-fetched ideas from computer technology have happened and recommends that communications become prepared for more to come.

Modic, Stanley J. "Cincom Bets Big on People Power," Industry Week, v238 n16 p23,26 Aug 21 1989.
Presents the case history of a computer software company where a hands-on management style are responsive to the employees.

O'Rourke, Lil Breul; Smith, Anne H. "User Friendly: Using a Computer to Keep Track of Reunion Registration," Currents, v14 n5 p30-33 May 1988.
Presents a case history of how Syracuse University uses its computer to track alumni registration for reunions.

Pepper, Tom. "There's a Computer in Your Future," Nation's Business, v77 n9 p56,58-59 Sept 1989.
Predicts that every office worker will be expected to be computer literate by the end of the century, and recommends where this literacy should begin. Looks at the entire field of hardware and software, and recommends those that have the longest useful life in a rapidly changing technology.

"Population Images," The Futurist, v22 n2 p29-33 Mar-Apr 1988.
Contends that computer graphics can be used to communicate the complex repercussions of the world's growing population. Computer graphics can depict trends in the development of mega-cities and the future of energy consumption among other issues.

Shaver, H. Ben. "On Images, Marketing and Computers," Business Education Forum, v43 n7 p25-26 Apr 1988.
Contends that opportunities to link the marketing program to computers are limitless. This should begin by introducing business students to the possibilities with spreadsheets, graphics, use of data bases and word processing.

"Sleight-of-Hand Photography," Communication World, v5 n9 p23-25 Sept 1988.
Demonstrates through words and pictures how a photographer gets attention and conveys meaning and a message by "applied fantasies."

Teague, Walter F. "Video Extravaganza: Pulling Out All the Stops," Communication World, v5 n3 p16-19 Mar 1988.
Explains how a software firm uses its in-house corporate video production department to keynote its annual users group conference.

Turner, Tim L. "Line Databases: The Professional Edge," Communication World, v6 n10 p34-37 Oct 1989.
Contends that corporate executives will have to be information managers. This is due to their access to computer retrieval which gives them mountains of information which they alone can prioritize.

Wright, Donald K. "Practitioners Become Publishers with Desktop Computing," Public Relations Quarterly, v34 n4 p19-22 Win 1989-90.
Presents the results of a survey of 300 PRSA members regarding the extent and the effectiveness of their use of computers.

Books

Abramson, Jeffrey B.; and others. The Electronic Commonwealth: The Impact of New Media Technologies on Democratic Politics. NY: Basic Books. 1988. 331 pp.
Discusses democratic values, the new media, elections and the media, communications technology and government, democratic participation, government policy, freedom of the press and the future of democracy in light of the new media.

Beach, Mark. Editing Your Newsletter: How to Produce an Effective Publication Using Traditional Tools and Computers, 3rd ed. Portland, OR: Coast-to-Coast Books. 1988. 169 pp.
Covers everything that is needed in knowledge and tools: planning, editing, content, format, graphics, typography, photography, printing and distribution.

Craig, James; Bevington, William. Working with Graphic Designers. NY: Watson-Guptill. 1989. 159 pp.
Offers advice on how to communicate and deal with graphic designers in their own language.

Dizard, W. P. Jr. The Coming Information Age: An Overview of

Technology, Economics and Politics, 3rd ed. NY: Longman. 1989.

Anticipates the next generation of smart computers, satellites, specialized international networks, role of the federal government in reducing international trade barriers, and how best to adapt all of these developments to human needs.

Parker, R. C. Looking Good in Print: A Guide to Basic Design for Desktop Publishing. Chapel Hill, NC: Ventana Press. 1988.

Shows how to adapt tested designs to the computer with examples in a variety of formats.

Siefert, Marsha, Ed. The Information Gap: How Computers and Other New Communication Technologies Affect the Social Distribution of Power. Oxford University Press. 1989. 384pp.

Reprint in book form of a special issue of the Journal of Communication. Explores the obstacles to equal access to information and how some social groups have embraced new technologies more readily than others.

Community Relations

Journals

Labich, Kenneth. "The Best Cities for Business," Fortune, v120 n9 p56-68,62,66,70,74 Oct 23 1989.

Reports the findings of a survey of the best cities for business based on availability of skilled workers, transportation, schools, housing, costs of living, among other attributes.

Monroe, James W. "State Regional Approach to Marketing," Economic Development Review, v7 n3 p20-23 Sum 1989.

Describes the formation of a Kansas City Area Development Council to attract new business and industry to the area. The Council was given two missions. One was for publicity and promotion. The other was to target businesses and industries personally. As a result of the joint effort, 250 new employers moved into the area.

Nelson, Sharon. "Women's Business," Nation's Business, v76 n4 p58-59 Apr 1988.

Explains how Avon encouraged its employees to do volunteer work because "one of the values of our company is that we offer resources and talent to improve life in the communities wherever we're located." Another advantage cited is that employees develop multi-dimensional skills and the publicity value.

Shell, Adam. "Wooing the NFL to the Carolinas," Public Relations Journal, v45 n11 p8-10 Nov 1989.
Presents a case history of one city's campaign to entice an NFL team to move to its city.

Book

Williams, Joe, Ed. World-Class Community Relations: Volume II. Bartlesville, OK: Joe Williams Communications Books. 1988. 246pp.
Offers a massive compendium of more than 80 current and successful community relations programs.

Consumerism

Journals

Davedow, William H.; Uttal, Bro. "Coming: The Customer Service Decade," Across the Board, v26 n11 Nov 1989.
Contends that old fashioned service plus more innovative ways of winning and keeping customers may be the ultimate competitive weapons of the 1990s.

"In Practice: Straight from the Horse's Mouth," Training and Development Journal, v43 n8 p12-15 Aug 1989.
Reveals the results of a survey of most important skills of an employee from a customer's point of view. Top five are: Be prepared; make customers feel important; listen and respond to complaints; meet or exceed customer needs; and follow through on transactions. See article by Szabo on the same subject.

"Institutions Tap a Pint-Size Market to Woo Depositors," Savings Institutions, v110 n2 p83-85 Feb 1989.
Discusses a trend to return to school savings plans to gain customers.

Lewis, Robert C. "Hospitality Marketing: The Internal Approach," Cornell Hotel & Restaurant Administration Quarterly, v30 n3 p41-45 Nov 1989.
Recommends targeting internal publics in a customer relations program by using the following strategies: matching employee with the job, making sure the employee understands the nature of the product and service, and offering pay and benefits that will reduce turnover and improve efficiency and morale.

Marken, G. A. "It's Marketing Time: Do You Know Where Your Customers Are?," Public Relations Quarterly, v34 n4 p23-25 Win 1989-90.

Advises keeping informed about customers expectations as well as their needs and desires.

Sellers, Patricia. "Getting Customers to Love You," Fortune, v119 n6 p38-40,44-45,48-49 Mar 13 1989.
Reminds readers that holding customers costs one-fifth as much as recruiting new customers. Key is to make every employee aware of the company's goals.

Stevens, Mark. "Learn Your Firm's Inside Story," Nation's Business, v77 n8 p59-60 Aug 1989.
Explains how managers can keep informed on how customers are being treated by their company's employees.

Szabo, Joan C. "Service - Survival," Nation's Business, v77 n3 p16-24 Mar 1989.
Discusses findings by the Marketing Service Institute that real customers want, above all, reliability. Other customer demands are for responsiveness, assurances of satisfaction, empathy, and such tangibles as good physical facilities and well-groomed employees to serve them.

Crisis Management

Journals

Byrne, Christopher. "Samurai Strikes Back," Public Relations Journal, v44 n9 p19,22 Sept 1988.
Presents a case history of an American public relations firm's strategy to defend Suzuki Motor Corporation charged with producing unsafe three-wheel vehicles. The jury is still out on the results.

Cutlip, Scott M. "A Public Relations Footnote to the Pete Rose Affair," Public Relations Review, v15 n4 p46-48 Win 1989.
Traces the development of the baseball commissioner's office as a public relations solution in the wake of the Sox scandal of 1919-20 by Albert Lasker, public relations pioneer.

Fisher, Lynn; Briggs, William. "Communicating with Employees During a Time of Tragedy," Communication World, v6 n2 p32-35 Feb 1989.
A case history of how employees and their families were kept informed following a six-hour siege by a disgruntled ex-employee. Tools included frequent memos and on-site counseling.

Geddie, Tom. "CBS Spends 48 Hours at Parkland Hospital," Communication World, v5 n4 p27-28 Mar 1988.
Discusses the good that came out of letting CBS in

when it called.

Gorney, Carole. "Use of Neutral Investigators for Third-Party Credibility," Public Relations Quarterly, v33 n1 p24-28 Spr 1988.
Analyzes investigations of the Three-Mile Island accident and the E. F. Hutton scandal.

Guillebeau, Julie. "Crisis Management: A Case Study in the Killing of an Employee," Public Relations Quarterly, v34 n3 p19-21 Fall 1989.
Presents a crisis plan involving the murder of an employee on a college campus. The key was a procedure for releasing accurate and appropriate information on a timely basis, plus a daily log of rumors with rapid responses.

Kaufman, John A. "Rockwell Fails in Response to Shuttle Disaster," Public Relations Review, v14 n4 p8-17 Win 1988.
Concludes that Rockwell conspired with NASA to limit discussion resulting in an information vacuum that restricted the mass media from providing timely technical information to the public in understandable form.

Lew, Harry J. "Communicating in Turbulent Times," Communication World, v5 n8 p46-48 Jul-Aug 1988.
Communicators can be more effective with early involvement, balancing shareholder interests with those of the employees, developing a humane layoff policy, keeping management visible, being positive, and using face-to-face communication between supervisors and other employees.

Lukaszewski, James E. "How Vulnerable Are You? Lessons from Valdez," Public Relations Quarterly, v34 n3 p5-6 Fall 1989.
Reports results of a survey of 200 executives regarding their opinions of the handling of the Valdez oil spill crisis. Respondents felt that Exxon missed opportunities to tell their story by alienating the media, the government, environmentalists, and the public. An immediate omission of guilt and apology would have reduced the negative effect on Exxon, according to the respondents, who believe the American public can be forgiving.

Michelson, Jan. "At Odds Over Openness: Fighting Closed Minds and Mouths in a Crisis," Currents, v14 n9 p36-39 Oct 1988.
Offers guidelines for cultivating and maintaining trust.

Nelson, Bob. "Organizational Communication When Disaster Strikes," Management Quarterly, v29 n2 p20-24 Sum 1988.
Names steps to reduce the consequences of a disaster. These include adequate insurance, protecting computer

data, contingency plans for continuing to operate, and open communication.

Nelson, Mark. "U.S. Companies Hung Up on Dial-A-Porn," Communication World, v5 n9 p26-29 Sept 1989.

Contends that negative reaction to misuse of 900 numbers can be overcome by forthright and decisive responses to critics.

Nowotny, Mary R. "Best-laid Plans vs. Reality," Public Relations Journal, v45 n9 p17-18 Sept 1989.

Presents an action plan for crisis management.

Olasky, Marvin. "Engineering Social Change: Triumph of Abortion Public Relations from the Thirties through the Sixties," Public Relations Quarterly, v33 n4 p17-21 Win 1988-89.

Traces a long-term campaign in behavior modification: the battle to legalize abortion. Dated in view of recent Supreme Court decisions.

Pagan, Rafael D. Jr. "A New Era of Activism," Futurist, v23 n3 p12-16 May-Jun 1989.

Offers thoughts on framing the public agenda in an activist era. Among them are understanding those who are pressuring for change, recognize the ethical basis of their demands, and adopt a spirit of openness.

Rosenthal, Beth Elyn. "PR Nightmare Stuns Texas Bank," Communication World, v5 n9 p32-34 Sept 1988.

Contends the best defense in an outbreak of employee fraud is a proactive, candid stance to both media and government officials which helped avoid permanent image damage to a mortgage bank. A case study.

Saunders, Martha. "Eastern's Employee Communication Crisis: A Case Study," Public Relations Review, v14 n2 Sum 1988.

Analyzes communications to Eastern Airlines employees six months before a survey of employee reactions. Found that employees are eager for any and all information, and feel a strong sense of involvement in the management crisis.

Slahor, Stephenie. "Media Relations During a Crisis," Supervision, v50 n8 p9-11 Aug 1989.

Recommends establishing and maintaining good media relations before crises, and then presents a working plan for a crisis situation. Key to the plan is a written description of the roles of each person and deciding how the operations center will function.

Spencer, Jennifer. "How to Manage a Crisis by Staying Ahead,"

Canadian Manager, v14 n1 p12-13 Mar 1989.
Reports that managers are increasingly working with public relations consultants to prepare crisis plans. Presents requirements of public relations consultants to be able to serve their clients.

Starks, Roy M. Jr. "Preparation: Key to Crisis Control," Chemical Engineering, v96 n6 p171-174 Jun 1989.
Believes that crises give out warning signals that often are ignored, or managers misjudge the seriousness of the situation. During the first hours of the crisis, radio and television are the most important tools. They should be monitored and used.

Tortorella, Albert J. "Crisis Communication: If It Had Precedent It Wouldn't Be a Crisis," Communication World, v6 n7 p42-43 Jun 1989.
Asserts that there are no rules for handling crises, but they share common characteristics. One is surprise. Communication is most critical at this stage. It is an opportunity to take control of the situation.

Truitt, Richard H.; Kelley, Sheila S. "Battling a Crisis in Advance," Public Relations Quarterly, v34 n1 p6-8 Spr 1989.
Recommends a crisis audit and tells how to conduct one.

Books

Bernstein, Alan. The Emergency Public Relations Manual, 3rd ed. Highland Park, NJ: PASE. 1988. 232pp.
Includes checklists, sample releases and responses and status boards among tools for information management during crises.

Mindszenthy, Bart; and others. No Surprises, the Crisis Communication System. Toronto, Ont.: Bedford House Publishing Ltd. 1989. 280pp.
Presents dozens of formats and checklists in hardcopy and on computer disks to give the user a handy reference in three-ring binder format.

Pinsdorf, Marion. Communicating When Your Company is Under Siege. Lexington, MA: Lexington Books. 1989. 220pp.
Combines the experience of a journalist, corporate officer, and corporate board member to recommend actions from several viewpoints.

Wilkins, Lee. Shared Vulnerability: The Media and American Perceptions of the Bhopal Disaster. Westport, CT: Green-

wood Press. 1988.

Reviews media coverage and its impact on the public through a content analysis of the coverage by the three wire services, the three major news magazines, the Eastern prestige press, and television.

Education

Journals

Baskin, Otis W. "Business Schools and the Study of Public Relations," Public Relations Review, v15 n1 p25-37 Spr 1989.

Outlines why business schools are not likely to develop comprehensive public relations programs even though they will continue offering individual courses. One problem is that the business curriculum is rigidly structured and leaves little room for additional programs. Besides, the business curriculum de-emphasizes application outside of its tool courses.

Bivins, Thomas H. "Are Public Relations Texts Covering Ethics Adequately?," Journal of Mass Media Ethics, v4 n1 p39-82 1989.

Analyzes six leading public relations texts to identify their approaches to the discussion of ethical behavior and found a wide disparity from sparse treatment to anecdotal.

Brightman, Deborah E. "How to Build an Internship Program," Public Relations Journal, v45 n1 p29-30 Jan 1989.

Lays out the steps in establishing an internship program including recruiting, screening, establishing realistic objectives, and following up.

DeRosa, DeAnna; Wilcox, Dennis L. "Gaps Are Narrowing Between Female and Male Students," Public Relations Review, v15 n1 p80-90 Spr 1989.

Reports a study of public relations students at five California campuses which indicates that professional value gaps are narrowing between female and male students. In fact, females are just as management-oriented as their male counterparts.

"Educators Rank Public Relations Programs," Public Relations Journal, v45 n6 p11-12 Jun 1989.

Survey of public relations educators revealed the top rated educational programs: (1) Maryland, (2) San Diego State, (3) Florida, (4) San Jose State, (5) Boston, (6) Ball State, (7) Syracuse.

Fleming, Charles A. "PR Educators Stress Computers," Journalism Educator, v43 n2 p70-71 Sum 1988.
Contends that students are not getting computer instruction with their other academic courses.

Gaudinie, James L.; and others. "PR Professionals Discuss Needs for Academic Courses," Journalism Educator, v42 n4 p19-21 Win 1988.
Reports interviews with practitioners who express their needs for academic courses tailored to their requirements.

Grunig, James E. "Teaching Public Relations in the Future," Public Relations Review, v15 n3 p3-24 Fall 1989.
Explains the assumptions that led to the call for separate departments of public relations within the schools and departments of communication. Many of the core communication, management and behavioral science concepts needed for learning public relations are not accepted by journalism, speech and business.

Kopenhaver, Lillian L., and others. "Faculty Supports Communication Core Courses," Public Relations Review, v15 n1 p67-72 Spr 1989.
Contends there is support among public relations educators and administrators for existing core courses in journalism and mass communication in preparing students for practicing public relations.

Larson, Mark A. "The Sender-Receiver Model in Teaching Public Relations," Public Relations Review, v15 n1 p73-79 Spr 1989.
Describes the uses of a standard model of the communication process to prompt students into making more penetrating public relations decision concerning audience analysis, message design and channel selection.

Main, Jeremy. "B Schools Get a Global Vision," Fortune, v120 n2 p78-80,85-86 Jul 17 1989.
Reports on business schools that require students to master a foreign language and culture.

McBride, Genevieve. "Ethical Thought in Public Relations History: Seeking a Relevant Perspective," Journal of Mass Media Ethics, v4 n1 p5-20 1989.
Draws a dysfunctional relationship between journalism and public relations. Calls for public relations to develop its own educational route, independent of journalism, in order to develop an ethic that is more consistent with its advocacy role.

Pratt, Cornelius B.; McLaughlin, Gerald W. "Ethical Inclinations of Public Relations Majors," Journal of Mass Media Ethics, v4 n1 p68-91 1989.

Explores four primary ethical behaviors in five situations among 258 undergraduate public relations majors in two mid-Atlantic universities.

Pratt, Catherine A.; Rentner, Terry Lunn. "What's Really Being Taught About Ethical Behavior," Public Relations Review, v15 n1 p53-66 Spr 1989.

Assesses the cursory treatment being accorded the study of ethics by the public relations profession and academia beyond the code leading to a fundamental grasp of ethical behavior.

"This We Believe About the Promotion of Business Education," Business Education Forum, v43 n1 p7-8 Oct 1988.

Statement from the Policies Commission for Business and Economic Education. Charges business educators to plan and implement promotional programs for public support.

"Report of the Task Force in Journalism and Mass Communication Education," Journalism Educator, v44 n1 pA1-A24 Spr 1989.

Responds to the need to review, revise and understand curricula in journalism and mass communication. Presents reports from subcommittees covering curricula in advertising, broadcasting, magazine journalism, news editorial, public relations and visual communication. Includes the role of the liberal arts and sciences.

Thompson, Roger. "No Easy Answers," Nation's Business, v77 n7 p38-39 Jul 1989.

Describes a crash course to help high school students see the kinds of tough ethical choices that they could face in the workplace.

Turk, Judy Van Slyke. "Management Skills Need to Be Taught in Public Relations," Public Relations Review, v15 n1 p38-52 Spr 1989.

Reports the results of a large-scale survey to assess which management skills should be taught as part of the public relations curriculum.

"U.K. Tests First Undergraduate PR Program," Public Relations Journal, v45 n11 p8 Nov 1989.

Reports that The Dorset Institute, a small vocational school in the United Kingdom, was the first to establish an undergraduate program in public relations.

Van Leuven, Jim. "Education in Public Relations," Public Relations Review, v15 n1 p3-90 Spr 1989.

Spotlights trends and concerns confronting public

relations education.

----------. "Practitioners Talk About the State of PR Education," Public Relations Review, v15 n1 p5-11 Spr 1989.
Details what's right and wrong with today's college and university public relations programs, what management skills should be taught, and how to upgrade public relations education.

Walker, Albert. "Where to Anchor Public Relations Education? The Problem Persists," Public Relations Quarterly, v34 n3 p7-9 Fall 1989.
Recounts the birth and death of one of the earliest accredited and nationally known public relations sequences and blames the presence of a majority of faculty from a news sequence enrolling a minority of the department's students.

Wylie, Ann. "Back to School," Communication World, v6n7 p22-25 Jun 1989.
Reports her experiences and those of other communicators who teach part time at nearby community colleges and universities. The rewards are to win converts to the profession and force communicators to explain what they do and why they do it.

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Book

Baskin, Otis W.; Arnoff, Craig. "Public Relations: The Profession and the Practice, 2nd ed. Dubuque, IA: Wm. C. Brown. 1988. 236pp.
A textbook for beginning students in public relations. Also useful as an introduction and overview of the field from a marketing and business perspective.

Fry, Robert W., Ed. Internships Vol. 1: Advertising, Marketing, Public Relations and Sales. Hawthorne, NJ: The Career Press. 1988.
Discusses internship opportunities from courses of study to on-the-job performance. Includes valuable information about where the internships are and how to apply.

Hart, Norman. Effective Corporate Relations: Applying Public Relations in Business and Industry. NY: McGraw Hill. 1988. 224pp.
A reference tool for corporate managers to learn and understand the role of public relations in business.

Hausman, Carl; Benoit, Philip. Positive Public Relations, 2nd ed. Blue Ridge Summit, PA: Tab Books. 1989. 256pp.
Approaches public relations as an effective and tested way of getting support for institutions and their

goals by accentuating the positive.

Financial Relations

Journals

"'Building Shareholder Value' Is Losing Its Punch," Public Relations Journal, v45 n10 p16 Oct 1989.

Reports research that shows three out of four analysts and half of the investors surveyed believe "building shareholder value" is either meaningless or defined differently. Key factors in building shareholder value are industry leadership, a reputation for excellent ethics, and showing regular earnings increases over the long term.

Goodman, John; and others. "Converting a Desire for Quality Service into Actions with Measurable Impact," Journal of Retail Banking, v10 n4 p14-22 Win 1988.

Describe methods for converting quality service into a marketing tool.

Kessler, Karen. "Communicating in the Eye of a Crash," Communication World, v5 n4 p29-31 Mar 1988.

A case history of how communicators brought order out of the chaos of the October 1987 stock market crash.

Knowlton, Christopher. "Ready for the Annual Meeting," Fortune, v119 n9 p137-38,42 Apr 24 1989.

Tells how to prepare for the gadflies who show up at annual meetings. Their main concerns seem to be executive compensation, affirmative action and the environment. Their concerns do not appear to differ too much from those of other shareholders who do not show.

McGrath, George. "Maintain an Ongoing Investor Relations Crash," Communication World, v5 n4 p32-34 Mar 1988.

Outlines plan for creating and maintaining open communication with investors.

"Strategic Alliances Thriving," Public Relations Journal, v45 n10 p12, Oct 1989.

Two-thirds of America's 100 largest corporations view strategic alliances as more attractive than mergers and acquisitions.

Truesdell, Wendy. "The Great Annual Report Non-controversy," Public Relations Quarterly, v33 n1 p10-12 Spr 1988.

Discusses problems dealing with publishing summary annual reports that do not include balance sheets, financial statements or other financial statistics.

Book

Walton, Wesley S.; Brissman, Charles P. Corporate Communications Handbook: A Guide for Managing Unstructured Disclosure in Today's Corporate Environment. NY: Clark Boardman Co., Ltd. 1989.
Describes the types of disclosures required in specific circumstances. Also discusses the key issues of ethics and confidentiality as they involve corporate public relations.

Government Relations

Abney, Glenn. "Lobbying by the Insiders: Parallels of State Agencies and Public Interest Groups," Public Administration Review, v48n5 p911-917 Sept-Oct 1989.
Presents his findings from in-depth interviews with officials of 13 major state agencies in Georgia and a survey returned by 39 percent of the state's 236 legislators.

Dryden, Steven J.; Harbrech, Douglas. "When Japan's Lobbyists Talk, Washington Doesn't Just Listen: High-Profile Power Brokers Are Getting Results for Tokyo on Capital Hill," Business Week, n3060 p67-69 Jul 11 1988.
Details the successes of lobbying firms and former members of Congress that serve Japanese firms' interests.

Gibson, Kris C. "Making of the Hoover Myth: A Critical Analysis of FBI Public Relations," Public Relations Quarterly, v33 n4 p7-15 Win 1988-89.
Recounts the history of FBI's public relations during and since J. Edgar Hoover. Concludes the effectiveness was short term largely due to its unethical base.

Hannaford, Peter. "What is Public Affairs?," Public Relations Quarterly, v33 n3 p11-14 Fall 1988.
Projects trend towards combining government relations and legal affairs departments in large companies.

Litvak, Isaiah A. "External Issues, Public Affairs and Corporate Boards," Business Quarterly, v52 n4 p55-61 Sum 1989.
Names government regulation as the biggest issue facing corporations. International trade relations is second. Suggests that corporate boards keep their hands on the public pulse and report back to management what they learn.

Marcus, Alfred A.; Kaufman, Allen M. "The Continued Expansion of the Corporate Public Affairs Function," Business Horizons, v31 n2 p58 Mar-Apr 1988.

Predicts continued growth of public affairs because of unsettled socio-economic conditions, unpredictable government influence, and the greater legitimacy of the function over public relations.

Novak, Janet. "Influence for Sale," Forbes, v143 n4 p108-109 Feb 20 1989.
Asserts that political action committees have become a means for keeping incumbents in office and keeping out newcomers. A few PACs are leading the movement to support challengers.

"Toxic Chemical Disclosure," Public Relations Journal, v45 n1 p13-18,20 Jan 1989.
Describes the activities of a few companies that go beyond the law and have seized the initiative in full disclosure of deployment and use of toxic chemicals.

Waltzer, Herbert. "Corporate Advocacy Advertising and Political Influence," Public Relations Review, v14 n1 p41-55 Spr 1988.
Examines advocacy advertising in The New York Times, Columbia and Washington Journalism Reviews.

Whalen, Bernard F. "On Being a CEO: Learning the Political Ropes," Association Management, v41 n4 p62-68 Apr 1989.
Asserts that many CEOs fail because of inadequate political skills. The author offers 10 steps to becoming more politically skilled with constituencies that operate in coalitions.

Books

Close, Arthur C., Ed. National Directory of Corporate Public Affairs, 6th ed. NY: Columbia Books. 1988. 575pp.
Names corporate affairs departments with all the essential information for contacting them by telephone, mail or Fax for information.

Garbett, Thomas. How to Build a Corporation's Identity and Effectively Project an Image. San Diego, CA: Lexington Books. 1988. 304pp.
An in-depth description and definition of identity and image, and a guide to developing a program to project a desired image.

Heath, Robert I.; and Associates. Strategic Issues Management: How Organizations Influence and Respond to Public Interests and Policies. San Francisco, CA: Jossey-Bass. 1988. 436pp.
A description of the process for identifying with the public interest, and adopting a policy that will align the

organization with the public interest.

Jamieson, Kathleen Hall. Packaging the Presidency: A History and Criticism of Presidential Campaign Advertising. NY: Oxford University Press. 1988. 544pp.
Presents the history of presidential campaign advertising in the United States and assesses the strategies that determine success and failure.

Mack, Charles S. Lobbying and Government Relations: A Guide for Executives. Westport, CT: Quorum Books. 1989. 245pp.
Presents a comprehensive review of government relations in the broadest sense of the term covering lobbying, research, media relations, coalition-building, grassroots and constituency building. Also emphasizes the critical role of developing and refining a coherent government relations strategy, particularly one that reflects the public interest.

Passearelli, Anne B. Public Relations in Business, Government and Society: A Bibliographic Guide. Englewood, CA: Libraries Unlimited. 1989. 225pp.
An annotated bibliography complete with brief abstracts similar to this one.

Pedersen, Wes. Winning at the Grassroots: How to Survive in the Legislative Arena by Mobilizing Employees and Other Allies. Washington, DC: Public Affairs Council. 1989.
Demonstrates that winning legislative battles is the result of many contacts masterminded by a single lobbyist. Also discusses the importance of anticipating crises and building a network of support before it is needed.

Press, Charles; Kenneth VerBurg. American Politicians and Journalists. Glenview, IL: Scott, Foresman. 1988.
Examines the relationship of politicians and journalists, and their interdependence.

Swanson, David L.; Nimmo, Dan. New Directions in Political Communication. Newbury Park, CA: Sage. 1989. 420pp.
Explores the changes that have taken place in political communication and voter reactions, and projects these changes to the 1990s.

Wittenberg, Ernest; Wittenberg, Elizabeth. How to Win in Washington: Very Practical Advice About Lobbying, the Grassroots and the Media. Cambridge, MA: Basil Blackwell Inc. 1989. 161pp.
Presents a guide to lobbying and stresses the importance of grassroots constituencies to help manage the issues.

Health and Welfare

Journals

Bailey, Willard. "Health Care Fund Raising: Newcomers Are a Resource for All Reasons," Fund Raising Management, v20 n3 p64,73 May 1989.

With 15 to 17 million people on the move annually, the author suggests an opportunity exists to bring new people into the fund raising effort. This newcomer market gives charitable organizations an opportunity to win over a new constituency of volunteers and donors.

Bennett, Joseph L. "The Best Defense: How Five Campuses Are Using Education to Battle AIDS," Currents, v14 n7 p48-50 Jul-Aug 1988.

Presents mini-cases from five campuses.

Carter, Linda Keane. "A Case of AIDS: When AIDS Hits, PR Director Has to Answer to Everyone," Currents, v14 n7 p42-46 Jul-Aug 1988.

Describes what happens when one university informs its key publics that it has enrolled a student carrying AIDS and what happened when a southern university decided to distribute condoms. Reactions to admitting students with AIDS were minimal, but distributing condoms were loud.

Cashill, Jack. "Policies Give Companies New Direction: Creating an Environment for Success," Management Review, v78 n4 p18-19 Apr 1989.

Presents a case history of a hospital that turned around low morale and equally low reserves by opening up lines of communications, launching a quarterly Report of the Hospital, and monthly breakfast meetings with employees. The idea was that in a labor intensive organization, employees held the key to profitability.

Grigg, William. "Surgeon General C. Everett Koop: Communicator of the Year," Public Relations Quarterly, v33 n3 p6-7 Fall 1988.

The National Association of Government Communicators honor Surgeon General C. Everett Koop for his work on the anti-smoking and anti-drug campaigns.

Kessler, Lauren. "Women's Magazines' Coverage of Smoking Related Health Hazards," Journalism Quarterly, v60 n2 p316-322 Sum 1989.

Reports that six major women's magazines have virtually no coverage of smoking and its hazards.

Paris, Ellen. "Paper Medicine," Forbes, v143 n2 p92 Jan 23 1989.
Reports on the success of personalized newsletters as a better marketing technique for doctors than advertising.

Pellegrino, Virginia. "Prepare Your Public Image for AIDS," Healthcare Forum, v31 n5 p20-24 Sept-Oct 1988.
Case history of the creation of a hospital and health center for HIV-related diseases. Names the three most-often asked questions of the hospital staff: basic information, reactions to breaking news reports, and responses to human interest stories.

Powills, Suzanne. "Hospitals Learn to Deal with Unionization," Hospitals, v63 n13 p44-49 Jul 5 1989.
A case history of how a Minnesota hospital dealt with unionization by adopting participatory management policy.

International

Journals

"A Meeting of the Minds on the Selling of America," Across the Board, v26 n4 p32-38 Apr 1989.
Presents a panel discussion of leaders from government and business to talk about the risks and benefits of foreign investments in the United States.

Bennett, Margaret. "Public Relations in the Eyes of the World," Marketing (UK), p45-46 Nov 17 1988.
Sees a trend toward international networking by public relations firms. Recounts the benefits of global marketing, but warns that nations know best how to use public relations.

Borrus, Amy; and others. "Japan Digs Deep to Win the Hearts and Minds of America," Business Week, n3060 p73-75 Jul 11 1988.
A cover story detailing Japanese interests influence in the United States. Contends that donating money and time to U.S. charities is high in priority of Japanese companies doing business in this country.

Carr, Steve. "How to Deal with the Japanese Media," Public Relations Journal, v45 n1 p27-28 Jan 1989.
Discusses the cultural disparities among other differences to overcome.

Chapel, Gage W. "Ethiopian Relief: A Case Study in Failed Public Relations," Public Relations Review, v14 n2 p22-32 Sum 1988.
Reinforces the notion that relief organizations must

engender trust and involve key publics to give more than cash.

Cobb, Robin. "Frontier Posts," Marketing (UK), p29 Aug 11 1988.
Asserts that the single European market targeted for 1992 won't make marketing products and public relations support easier or less expensive. Marketing will still have to be tailored to the cultural differences of the consumers in each country.

"Evolution and Strategic Communications," Public Relations Journal, v44 n1 p29-30 Jan 1988.
Contends that public relations cannot avoid the trend toward global competition and neither can their employers and clients. Points to the emergence of global investments, interdependence and world class consumers.

Goddard, Colin. "The Hong Kong Brain Drain," Communication World, v5 n10 p29-31 Oct 1988.
Discusses the need for public relations experts to replace those who are leaving.

Golub, Steven. "Export Expertise," Nation's Business, v76 n1 p26,28-31 Jan 1988.
Provides resources to assist companies that wish to export their products. Includes commercial lenders, books and seminars and governmental agencies among the sources.

Helm, Leslie; Cuneo, Alice Z. "On the Campus: Fat Endowments and Growing Clout: By Granting Millions to U.S. Universities, Japan Is Gaining Access to America's Best Minds," Business Week, n3060 p70-71 Jul 11 1988.
Part of the magazine's coverage of Japanese interests influence in this country. Discloses that the Japanese have endowed 16 chairs at roughly $5 million each at Massachusetts Institute of Technology; also additional millions to prestigious universities throughout the United States.

Holstein, William J.; Borrus, Amy. "Japan's Clout in the U.S.: It's Translating Economic Might into Influence," Business Week, n3060 p64-66 Jul 11 1988.
Details ways in which Japan exerts influence over lawmakers and other U.S. institutions.

Joy, Stewart. "Will Samurai Marketing Work for Suzuki?," Business Week, n3058 p33 Jun 27 1988.
Describes Suzuki's response to a Consumer Reports finding regarding the tendencies of their three-wheelers to roll over.

Kennaly, William. "Treading Cautiously in the Canadian Market," Public Relations Journal, v45 n8 p40,38-39 Aug 1989.

Predicts that as a result of the free trade agreement between the United States and Canada, public relations firms will seek to expand their activities into Canada.

Lodge, George; Walton, Richard. "The American Corporation and Its New Relationships," California Management Review, v31 n3 p9-24 Spr 1989.

Contends that the pressure of global competition are forcing American businesses into relationships that are more cooperative, long-term, consensual, and flexible.

Lopez, Joe T. "Communicating Outside Our Borders," Communication World, v6n8 p28,30,60 Jul-Aug 1989.

An interview with the director of an institute that gives seminars and classes on international public affairs and public relations. The institute's purpose is to train executives to gain a greater awareness of and sensitivity to public relations outside of the United States.

Loza, Enrique. "Business Amigo? No! Amigo Business," Public Relations Journal, v44 n6 p8-12 Jun 1988.

Explains that marketing to the fast-growing Hispanic community requires establishing friendly relations and trust before trying to sell.

Mason, Todd; Hoerr, John. "Hitachi: Winning Friends and Influencing People in Oklahoma," Business Week, n3060 p74-75 Jul 11 1988.

Discloses that Japanese employees in Norman, Oklahoma, are told to drive American cars and live in scattered housing to foster their assimilation into the community. The top manager is a member of the local Red Cross board and the company gave $30,000 to the city library.

"New Service to Exporters," Nation's Business, v77 n11 p70 Nov 1989.

Reports that Japan's general trading companies have established an Export Promotion Office for U.S. manufactured goods to advise American companies interested in trading with Japan and other foreign countries.

Oviatt, Frank Jr. "PR Without Boundaries: Is Globalization an Option?," Public Relations Quarterly, v33n1 p5-9 Spr 1988.

Argues for standardizing worldwide activities by marketing, advertising and public relations professionals.

Paluszek, John. "Public Relations in the Coming Global Age," Vital Speeches, v56 n20 p22-27 Oct 15 1989.

Predicts changes of global proportions to accompany

the global economy and the European Economic Community in 1992.

Peters, Tom. "All-American Chaos," Across the Board, v26 n6 p10 Jun 1989.
Tosses a dissenting voice in the debate over the superiority of Japanese management style.

Raddings, Alan. "Bridge Over Troubled Water," Public Relations Journal, v44 n7 p29 Jul-Aug 1988.
A case history of a Hawaii-based public relations firm that is successfully serving clients representing the old guard business community and newcomer Japanese investors.

Ricks, David A. "International Business Blunders: An Update," Business and Economic Review, v34 n2 p11-14 Jan-Mar 1988.
Reports of blunders committed by American business in dealing with international companies. Update to a book by the author published by Richard D. Irwin, Inc., Homewood, Illinois, in 1983 under the title of Big Business Blunders: Mistakes in Multinational Marketing.

Solo, Sally, "Japan Discovers Woman Power," Fortune, v119 n13 p153-54,56-58 Jun 19 1989.
Faced with a labor shortage, Japanese companies are looking to make managers of young college graduates once condemned to be mere "office ladies."

Valentine, Charles F. "Blunders Abroad," Nation's Business, v77 n3 p54,56 March 1989.
Names common mistakes made by Americans in trying to do business abroad. Offers pointers on how to avoid them.

Winkelman, Michael. "The British Invasion," Public Relations Journal, v44 n3 p22-23,26-327 Mar 1988.
Interview with the CEO of a public relations firm in the United Kingdom that has grown in less than a decade into a firm billing $75 million annually.

Yuen, John. "Changing Face of Canadian Populations Challenges Managements," Communication World, v6 n8 p17-21 Jul-Aug 1989.
Reports that by the start of the next century 15 percent of Canada's population will be made up of a visible minority. However, only 3.2 percent of Canadian International Association of Business Communicators are members of minorities.

Books

Asante, Molefi Kete; Gudykunst, William B., Eds. Handbook of

International and Intercultural Communication. Newbury Park, CA: Sage. 1988. 520pp.
A collection of essays on topics dealing with language and intergroup communication; interpersonal power and the influence of a variety of cultures on communication. Also covers communication problems encountered in the multi-cultural workplace.

Ruch, William V. International Handbook of Corporate Communication. Jefferson, NC: McFarland Inc. 1989. 486pp.
Describes in detail the communication processes and modes by countries.

Tiffen, Rod. News and Power: The Role of the Media in Australian Politics. NY: Oxford University Press. 1989. 300pp.
Examines the consequences of the media's massive presence on the political stage.

Issues

Journals

Baer, Daniel H. "Small Firms, Big Issues," Public Relations Journal, v45 n10 p32-34,36-38 Oct 1989.
A survey of 15 owners of small- to medium-sized public relations firms. Most do not consider big better. They say that mergers have not really affected them.

Coleman, Cynthia-Lou. "What Policy Makers Can Learn from Public Relations Practitioners," Public Relations Quarterly, v34 n4 p26-31 Win 1989-90.
Presents a case study on the siting of low-level radioactive waste facility, and the issues and emotions it raised.

Dagnoli, Judann. "Tobacco Giants Pull Smokers to their Ring," Advertising Age, v59 n6 p12 Feb 8 1988.
A case history of Philip Morris and RJR Nabisco's campaigns to rally smokers to action against anti-smoking bans and subsequent resentment.

Effler, Geno. "Off-the-Field Goals," Public Relations Journal, v44 n1 p17-20,24,43 Jan 1988.
Discusses the new public relations issues dealing with players' strikes, drug abuse, and others.

Grunig, James E. "Sierra Club Shows Who Become Activists," Public Relations Review, v15 n3 p3-24 Fall 1989.
Reports the findings of a study of members of the Sierra Club designed to help provide a link between two theories of public relations: A situational theory of

publics in which people get together based on common values and concerns, and the organizational theory in which organizations determine attitudes and behavior.

Howard, Carole. "Managing Media Relations for Environmental Issues," Public Relations Quarterly, v33 n2 p24-26 Sum 1988.

Contends that the best way to minimize negative coverage is to initiate media contacts and respond quickly and completely to questions. Also needed are selection of one spokesperson, standby statements for anticipated questions, and an on-going dissemination of positive environment stories to demonstrate institution's continuing interest and concern.

Johnston, Deirdre D. "Image and Issue Political Information: Message Content or Interpretation," Journalism Quarterly, v66 n2 p379-382 Sum 1989.

Argues that political issues and image information do not rest solely on the content of the message but also on predisposition to believe.

Jordan, Myron K. "FDR's Condemnation of Electric Utility," Public Relations Quarterly, v34 n2 p41-51 Sum 1989.

Examines the question of whether FDR's condemnation of all electric utilities represented a fair interpretation of the Federal Trade Commission's investigations.

Book

Salvaggio, J. L., ed. The Information Society: Economic, Social and Structural Issues. Hillsadle, NJ: Lawrence Erlbaum. 1989.

Focus is on understanding the nature of information societies rather than the technology.

Law

Journals

Baker, W. Randolph. "Counsel to Counsel," Public Relations Journal, v44n2 p24-27,43 Feb 1988.

Describes a trend toward the use of public relations within the legal profession. At least 500 law firms have hired full-time and part-time public relations counsel.

Wiegner, Kathleen; Heins, John. "Can Las Vegas Sue Atlantic City?," Forbes, v143 n5 p130-133,136-137 Mar 5 1989.

Discusses problems arising from copyrights granted to creators of computer language.

Books

Gross, Larry, ed. Image Ethics: The Moral Rights of Subjects in Photographs, Film and Television. Oxford University Press. 1988. 400pp.

A collection of essays examining the moral rights of the subjects of documentaries. Includes case studies.

Middleton, Kent R.; Chamberlin, Bill E. The Law of Public Communication. White Plains, NY: Longman. 1988. 669pp.

Covers the law as it pertains to all media and their uses. Organized around the functions of law; the right of free expression, access to information, and requirements of disclosure.

Smith, Evan B. "Charting Libel Law," Journalism Educator, v44 n1 p20-30 Spr 1989.

Diagrams a chart to reflect recent developments in libel law. Charts some of the complexities of modern libel law. The chart tracks libel cases from the initial cause to the grounds for general, actual or punitive damages.

Management

Journals

Ames, B. Charles. "Straight Talk from the New CEO," Harvard Business Review, v89 n6 p132-138 Nov-Dec 1989.

Contends that the twin goals of a company are (1) to earn an attractive gain for shareholders, and (2) to provide attractive work opportunities for employees. Makes a case for committing the company to treat employees fairly and provide them with opportunities for personal and professional growth to match their interests and capabilities.

Arnold, James E. "Communications and Strategy: The CEO Gets (and Gives) the Message," Public Relations Quarterly, v33 n2 p5-13 Sum 1988.

Argues that the CEO is a public person since corporate communication strategy should center on the confidence generated by the CEO's ability to build the company's value in the marketplace.

Austin, Michael J. "Managing Up: Relationship Building Between Middle Management and Top Management," Administration in Social Work, v12 n4 p29-46 1988.

Discusses the problems that can arise between middle and top management and shows how they can help one another for their mutual benefit and that of the organization.

Barrier, Michael. "Making It: Merchandise That Motivates," Nation's Business, v77 n9 p64 Sept 1989.
Case history of Keith and Stanley Fishman, who produce products to motivate purchase of other products. Asserts that this form of merchandising helps both products, since it introduces the consumer to one product, while encouraging the sale and use of another.

Bartolome, Fernando. "Nobody Trusts the Boss Completely," Harvard Business Review, v67 n12 p135-142 Mar-Apr 1989.
Discusses the importance of being candid with bad news to managers, but this requires trust. Trust is broken down into the following components: communication, support, respect, fairness, predictability and competence.

Barry, Anthony. "Peter Fisher: Corporate Affairs Director, Gateway Foodmarkets Ltd.," Personnel Management (UK), v20 n12 p24-26 Dec 1988.
A profile of the corporate affairs director who moved up from personnel to develop a comprehensive program to become the company's spokesperson and introduce public relations.

Behar, Richard. "Meet the Meatless," Forbes, v143 n6 p43-44 Mar 20 1989.
Discusses the successes of small dedicated activist groups to manipulate the media and cause much larger groups to bend to their will.

Bernstein, Jack. "Hill and Knowlton's Turnaround Guy: Dilenschneider," Advertising Age, v59 n52 p37,47 Dec. 5 1988.
Discusses how acquisitions have helped Hill and Knowlton recapture the title of world's largest.

Boone, Lewis E.; and others. "Good Sports at the Top," Across the Board, v26 n4 p13-15 Apr 1989.
Offers highlights from the findings of a survey on how CEOs spend their leisure time. Excerpted from the authors' book, CEO: Who Gets to the Top in America?, published by the Michigan State University Press.

Brody, E. W. "Credibility and Productivity: The New Rules for Organizational Survival," Public Relations Quarterly, v33 n3 p15-21 Fall 1988.
Contends that social and individual purposes must be satisfied for today's corporate success. Survival of organizations is a function of recognizing the problem and organizational commitment to solutions.

Bunting, Christopher H.; Ford, John. "Global Trade Changes Offer New Opportunities," Communication World, v5 n10 p26-

28 Oct 1988.
Predicts what could happen in business communication if and when trade barriers fall.

Cantor, Bill. "Building a Staircase to Top Management," Public Relations Journal, v45 n2 p14-15 Feb 1989.
Makes a case for a more knowledgeable chief executive officer and explains how public relations can help. Recommends that public relations develop a network of information within the organization to help keep all members of management informed.

Cosco, Joe. "Unions: Polishing a Tarnished Image," Public Relations Journal, v45 n2 p17-21 Feb 1989.
Describes AFL-CIO attempts to change its image from arrogance and interested only in its members to public interest by creating a Labor Institute of Public Affairs.

Cossman, Ronald; and others. "Planning Practice: The Three Marketeers," Planning, v55n2 p16-20 Feb 1989.
Asserts that planning consultants realize that public relations and marketing must be included. Strategic Planning Group includes individualized marketing brochures with pull-out sheets for developing special projects and publicity.

Croft, A. C. "Conquering the Black Hole," Public Relations Quarterly, v34 n1 p9-12 Spr 1989.
Recommends that public relations practitioners identify the three most serious problems facing the organization and the best opportunities for taking advantage of them.

Demeri, Mary A. "What's in a Name?," Public Relations Journal, v45 n10 p14,16 Oct 1989.
Asserts that fewer corporate names are available making name choice more difficult. Many corporations are turning to name creation firms.

Drake, Bruce H.; Drake, Eileen. "Ethical and Legal Aspects of Managing Corporate Cultures," California Management Review, v30 n2 p107-123 Win 1988.
Evaluates managers' attempts to shape their corporate cultures in relation to job security and equitable treatment. Asserts that statements of corporate values are being recognized as creating contractual obligations.

Drucker, Peter F. "What Business Can Learn from Nonprofits," Harvard Business Review, v89 n4 p88-93 Jul-Aug 1989.
Contends that the best management practice and most innovative methods come from the Girl Scouts and the Salvation Army and other nonprofit organizations. Finan-

cial restraints require them to get maximum productive output from their paid staffs, and the best motivating forces to recruit and retain volunteers.

Evans, Mariwyn. "PR Campaigns that Worked," Journal of Property Management, v54 n6 p28-31 Nov-Dec 1989.
Describes three public relations campaigns. Each employed accepted public relations tools and techniques, but maintained their individuality by the imaginative application of the uniqueness of each product.

Farnham, Alan. "The Trust Gap," Fortune, v120 n14 p56-58,62,66,70,72,78 Dec 4 1989.
Reports on the sorry state of business affairs of loss of trust between top management and everyone else including middle managers who are becoming as disaffected as hourly workers. Solutions offered.

"Financial Skills: Missing in Action," Public Relations Journal, v45 n12 p10-11 Dec 1988.
Reports the findings of a survey that found new public relations managers lacking in such areas as planning and problem-solving, time management, marketing, financial planning, labor relations and budgeting. Those surveyed felt that new managers would be better off if they had learned more business and non-communication skills.

Geduldig, Alfred. "Why Stay Independent?," Public Relations Journal, v45 n3 p26-29 Mar 1989.
Tells why several public relations firms have resisted offers of mergers and buy outs. They have their reasons and they are not financial.

Geromel, Gene. "A Good Start for New Hires," Nation's Business, v77 n1 p21,24 Jan 1989.
Discusses the ideal orientation program for new employees and offers guidelines on how to make first impressions count.

Glazier, Aaron S. "Stemming Turnover in Public Relations Firms," Public Relations Journal, v45 n2 p22-25,38 Feb 1989.
Points to annual turnover rates of 30 percent to 40 percent in 25 largest public relations firms. Asserts that this is unacceptable for an organization that relies on people, their creative talents, and competition for the same clients. Steps are offered from reducing turnover to a documented performance appraisal system and career path.

Harrison, E. Bruce. "How to Win Friends," Public Relations Journal, v45 n10 p42 Oct 1989.

Contends that environmental competence and communication competence are indispensable to a company. Operational competence is no longer sufficient.

Hartman, Curtis; Brokaw, Leslie. "Everything You Always Wanted to Know About PR: But You Were Afraid You Would Have to Pay," Inc., v10 n10 p90-92,98,100-101 Oct 1988.

Contends that smart public relations begin inside the company. Warns against making public relations synonymous with press relations. Public relations messages must conform with policies, performances, and actions.

Kanter, Rosebeth Moss. "The New Managerial Work," Harvard Business Review, v89 n6 p85-92 Nov-Dec 1989.

Asserts that competitive pressures are forcing corporations to adopt new flexible strategies, and the most profound effects are horizontal ties between peers replacing vertical ties as channels of activity and communication. Companies are asking their corporate staffs and functional departments to play a more strategic role in decisions with greater cross-departmental collaboration. This will strengthen the role of management public relations in the corporation.

Kehrer, Daniel M. "The P. T. Barnum of Printing," Across the Board, v26 n5 p53-54 May 1989.

Presents the case history of a company that uses freedom and trust as companions to control, letting employees manage themselves. Adapted from a book by the author published by Times books in 1989 under the title of Doing Business Boldly: The Art of Taking Intelligent Risks.

Kellams, David; Goldman, Elaine. "Firms A la Carte," Public Relations Journal, v45 n5 p23-27 May 1989.

Interviews with corporate and public relations firm executives identify trends in client/corporate relations and accounts.

Kupfer, Andrew. "Bob Allen Rattles the Cage at AT&T," Fortune, v119 n13 p58-61,64,66 Jun 19 1989.

Explains how the new CEO of AT&T changed a firmly entrenched corporate culture of a regulated monopoly into an aggressive, risk-taking company operating in a highly competitive and rapidly changing high-tech market.

Lukaszewski, James E. "How to Coach Executives," Communication World, v6 n7 p38-41 Jun 1989.

Offers a prescription for building confidence with senior management in order to counsel them effectively. It takes leadership building skills, good listening skills, ability to give data-backed feedback as well as feedback based on good knowledge, judgment and intuition.

Mackam, Dyan. "The Hidden Cost of Golden Handshakes," Forbes, v143 n4 p130 Jul 15 1989.
Decries the offering of lucrative incentives to managers to retire early. Asserts that quality leaves with quantity, often before quantity.

Marken, G. A. "Accessibility: The Key to Good Public Relations," Public Relations Quarterly, v33 n4 p22-24 Win 1988-89.
Recommends that top management be accessible to the organization's publics and use public relations for more than merely spokespersons, publicists, and sometimes to keep the organization's publics away. Corporate management should look to public relations to define objectives, tailor messages to customers' needs and wants, to keep the organization market-driven, and to keep employee morale high.

Moore, Robert K. "Positioning Your PR Office to Capture These Concrete Steps," Currents, v14 n10 p16-19 Nov-Dec 1988.
Describes various ways to get the authority needed for effective public relations management.

"Myth-Busting in the Media Relations Department," Public Relations Quarterly, v34 n2 p9-11 Sum 1989.
Discusses a "myth" accepted by executives that public relations cannot be measured or managed, and cannot be taken seriously, then proceeds to name the steps to an effective media relations program and how to measure their impact.

Olsen, Renee. "All Quiet on the Reference Front: Reading Public's PR Campaign--1987-1988," Library Journal, v114 n3 p140-141 Feb 15 1989.
A case history of a successful public relations campaign conducted by a public library against noisy patrons.

"One-on-One Works Best," Executive Excellence, v5 n9 p11-12 Sept 1988.
An interview of the CEO of Intel Corporation about his book promoting one-on-one relationships. Cites the advantages including probing issues in depth and thoroughly investigating all the options.

Pavlik, John V. "Audience Complexity as a Component of Campaign Planning," Public Relations Review, v15 n2 p12-21 Sum 1988.
Advises campaign planners to begin with a thorough assessment of their target audiences before undertaking a

campaign. Asserts that messages should be tailored to levels of audience involvement and recognition constraints.

Pear, Marcia. "The Allure of the Entrepreneur," Communication World, v6 n2 p17-20 Feb 1989.
Reports the experiences of seven successful entrepreneurs who agree that the single most important ingredient for success is perseverance, and a service-oriented attitude.

Pearson, Andrall E. "Six Basics for General Managers," Harvard Business Review, v89 n6 p94-101 Jul-Aug 1989.
Names the three elements that dictate a company's work environment: (1) the prevailing performance standards that set the pace and quality of the people's efforts, (2) the business concepts that define what the company is like and how it operates, and (3) the people concepts and values that prevail and define what it is like to work there.

Prince, Russ Alan. "Image Management: Source of Strategic Advantage," Bank Marketing, v21 n10 p28-30 Oct 1989.
Describes the steps in the image management process. They include identifying target market, transforming the bank's image to fit the target market, and delivering that image to the target market.

Radding, Alan. "The Secrets of My Success," Public Relations Journal, v44 n7 p26-30,52 Jul-Aug 1988.
Case history of public relations counselors who start their own firms. One left Burson Marsteller and worked alone for two years. Today, he has 18 employees and expects to pass $1 million in billings. Another found a niche in public relations by acting as a bridge between old line Hawaiian interests and new Japanese entrepreneurs.

Ruddell, Tom; Pettegrew, Lloyd. "The Best Companies Have and Hold Codes/Creeds," Communication World, v5 n9 p30-31 Sept 1988.
Reports the findings of a study of organizational ethics and cultures, and how they relate to communication and performance. Findings show that one in five has a code and written goals; 70 percent have mission statements; and two-thirds have written histories, communication policies.

Scudder, Joseph N.; Rettig, Lance S. "Recruitment Strategies for New Industry," Public Relations Review, v15 n3 p25-38 Fall 1989.
Describes the role of public relations in promoting

and selling the attributes of communities seeking new industries.

Shaw, Gary; Weber, Jack. "The Basic Business Vocabulary," Across the Board, v20 n12 p15-16 Dec 1989.
Compiles business terms and their definitions.

Strenski, James B. "How to Construct a Public Relations Budget," Public Relations Quarterly, v33 n3 p8-9 Fall 1988.
Contends that realistic budgeting requires three main components: staff requirements, overhead costs, and supplier costs.

Turk, Judy VanSlyke. "Management Skills Need to Be Taught in Public Relations," Public Relations Review, v15 n1 p38-51 Spr 1989.
Reports the findings of two studies which indicate that public relations practitioners believe students should come to them with greater knowledge of business and management, and other noncommunication functions of public relations.

Wilmot, Richard E. "How to Build Credibility with Senior Management," Communication World, v6 n7 p32-37 Jun 1989.
Reports the findings of an informal survey of seven communicator award winners on their credibility standing with their respective senior managements. The communicators score themselves on their credibility and based it on their credibility standing with their respective senior managements. The communicators score themselves on their credibility and based it on their professionalism, knowledge of the business, and good judgment in decision-making.

Books

Gilbert, Daniel R. Jr.; and others. A Logic for Strategy. Cambridge, MA: Ballinger Co. 1988. 172pp.
Examines conceptual frameworks underlying common methods of strategic planning.

Heller, Frank; and others. Decisions in Organizations: A Three-Country Comparative Study. Beverly Hills, CA: Sage. 1988. 250pp.
Provides a longitudinal comparative analysis of decision making in the corporation. Seven foreign countries are studied over a four-year period. Includes analysis of decision-making among 108 working groups resulting in tracking 217 tactical and strategic decisions.

Sauerhoft, Stan; Atkins, Chris. Image Wars: Protecting Your

Company When There's No Place to Hide. NY: Wiley. 1989.
Describes the world of business as it is: what works and what doesn't work; how companies are saved and lost; and how they can be rescued.

Schiller, Herbert I. Culture, Inc. NY: Oxford University Press. 1989. 248pp.
Makes a case for the concentration of power over the private economy. This alleged dominance is being carried over to other segments of society.

Srivacta, Suresh; and Associates. Executive Integrity: The Search for High Human Values in Organizational Life. London: Jossey-Bass. 1988. 319pp.
Examines facets of executive integrity defined as meeting commitments and acting according to accepted ethical standards, among other definitions.

Marketing

Boasberg, Howard T. "PR as a Marketing Tool," Railway Age, v190 n1 p48-50 Jan 1989.
Contends that public relations is a marketing tool, but is still apart from it as a conveyer of good and bad information to establish its credibility in the market place.

Broom, Glen M.; Tucker, Kerry. "Marketing Public Relations: An Essential Double Helix," Public Relations Journal, v45 n11 p40,39 Nov 1989.
Describes an attempt to distinguish between marketing and public relations, which took place at a colloquium. Following debate, panelists agreed that public relations is a management process whose purpose is to attain and maintain accord and positive behaviors among social groupings that an organization depends on to achieve its mission, while marketing's goal is to attract and satisfy customers or clients on a long-term basis to achieve the organization's economic objectives.

Cushman, Aaron D. "'New' Element in Marketing Mix Makes Budget Headway," Marketing News, v22 n26 p10,17 Dec 19 1988.
Contends that there has been a sudden corporate discovery of the marketing effectiveness of public relations. The habit of relying entirely on advertising for product marketing is difficult to break, but public relations is making some inroads.

Dilenschneider, Robert. "PR on the Offensive: Bigger Part of the Marketing Mix," Advertising Age, v60 n11 p20 Mar 13 1989.
Contends that public relations is becoming more

important part of the marketing mix. It is also gaining in its ability to measure effectiveness.

Eisenhart, Tom. "Playing Together: Marketing and Communications Catch the Team Spirit," Business Marketing, v74 n7 p40-46 Jul 1989.
Laments the lack of communication that often exists between marketing, advertising and public relations. Recommends that communicators learn and speak the marketing language and learn sales and marketing strategies.

Finn, David. "Anniversaries Represent Golden Opportunities for Marketers," Marketing News, v23 n9 p8 April 14 1989.
A case history of a yogurt franchise that used its 10th anniversary to launch a contest for new business ideas from students. The winner was awarded $10,000 to start a new business venture.

Finn, David; Novelli, W. D. "Creative PR Can Help Position a Brand: Stir Some PR into Your Communications Mix," Marketing News, v22 n25 p18 Dec 5 1988.
Describes three levels of media exposure: editorial coverage of newsworthy aspect, brand sponsorship, devising a total public relations strategy.

Howard, Carole M. "Integrating Public Relations into the Marketing Mix," Vital Speeches, v56 n3 p93-96 Nov 15 1989.
Asserts that public relations must broaden its traditional role to include marketing communications, promotions and sales support. Contends that public relations should expand to inform management about the competition and distribution methods. Marketing should bring public relations in early in planning, new product development and announcements, and communicating with sales personnel.

Kerbel, Carole. "Public Relations Can Be a Vital Ingredient in the Marketing Mix," Sales & Marketing Management in Canada, v30 n1 p15-16 Jan 1989.
Contends that public relations is more than news conferences and press releases. It is a series of integrated activities designed to help the firm achieve its objectives.

Klose, Emily. "Links to Athletic Events Win Community Favor," Savings Institutions, v109 n10 p104-107 Oct 1988.
Reports that savings institutions using sports marketing tie-ins to generate goodwill are growing and proving to be effective.

Manassero, William J. "The Role of PR in the Marketing Mix," Bank Marketing, v21 n4 p31-33 Apr 1989.

Reports greater acceptability for public relations for its marketing role. Good public relations is measured by its ability to identify and reach targeted audiences with messages that promote profitability.

McKenna, Regis. "Marketing in an Age of Diversity," Harvard Business Review, v88 n5 p148-154 Sept-Oct 1988.
Describes how manufacturers are using technology to offer products that meet the needs of an increasingly diverse population. Argues for more attention to the individuality of the consumer away from mass marketing and production.

Murray, Robert H. "Public Relations: Your Neglected Marketing Tool," Journal of Property Management, v53 n4 p25-29 Jul-Aug 1988.
Makes a case for public relations in real estate. When a non-advertising message is repeated by the media, the power of such third party endorsement cannot be underestimated. Public relations is defended based on cost efficiency.

Novelli, William D. "One-Stop Shopping: Some Thoughts on Integrated Marketing Communications," Public Realtions Quarterly, v34 n4 p7-9 Win 1989-90.
Puts in perspective client needs and mega-agency propensities to the mutual benefit of both.

-----------. "Speaking Out: Marketing vs. PR: Who's Taking Prisoners?," Medical Marketing & Media, v23 n8 p38-48 Jul 1988.
Contends that public relations must find ways to measure results, and study and use marketing tools to survive.

Oberlaender, Michaela. "Kiwi's First Ever Public Relations Effort Shines," Public Relations Journal, v45 n1 p5-7 Jan 1989.
A case history of the world's largest manufacturer of shoe care products' first experience with marketing through public relations. The campaign was based on an image index of the results of first impressions.

"Public Image and Customer Confidence Concern Marketers," Savings Institutions, v109 n9 pS55-66 Sept 1988.
A special supplement containing interviews with chief executive officers who had come up from marketing. They describe their marketing challenges and strategies. Public relations plays a major role.

Ristino, Robert J. "Public Relations Marketing: Applying Public Relations Techniques to the Marketing Mix," Health

Care Management Review, v14 n2 p79-85 Spr 1989.

Demonstrates how public relations can work closer with marketing. Recommends greater use of special events planning to launch products and services, generating publicity during the growth stage, using community relations to generate support close to home, and reduce decline by proactive use of special events and media placement.

Ross, Pat. "Cost Marketing Magic," Association Management, v40 n11 p115-118 Nov 1988.

A case history of how the Sonoma County Convention and Visitors Bureau overcame the fame of neighboring Napa Valley as premier wine country with low-cost but innovative public relations campaign.

Ryan, Hugh M. "Public Relations Is More Than Publicity: Ten Questions to Evaluate Your Marketing PR Plan," Marketing News, v23 n6 p8-9 Mar 13 1989.

Asserts that public relations plans should reflect a thorough understanding of the business it represents and the marketplace. It should have a measurable impact on sales.

Shell, Adam. "Cause-related Marketing: Big Risks, Big Potential," Public Relations Journal, v45n7 p8,13 Jul 1989.

Discusses a trend by big companies to support causes such as fight for human rights, education about domestic violence, and drop-out. Cautions companies to make sure their images and messages are compatible with the cause.

Star, Steven H. "Marketing and Its Discontents," Harvard Business Review, v89 n6 p148-154 Nov-Dec 1989.

Argues for the return to the driving theme in marketing whose central principle is that business succeeds best when it gives customers what they want and need and not by creating the wants and needs.

Tarasovic, Marcia M.; Wilson, Timothy L. "Marketing Corporate Law Firms Means PR, Seminars, and Training the Attorneys to Sell," Marketing News, v23 n6 p12,33,35 Mar 13 1989.

Contends that since 1977 when the U.S. Supreme Court outlawed bans against advertising by professionals, corporate legal attorneys have not benefited. Most advertising and marketing have been carried out by personal injury attorneys. However, corporate law firms are beginning to add marketing departments run by public relations practitioners.

Tarlton, Merrilyn Astin; Werthman, Sandra J. "The Law Firm Marketing Director," Legal Economics, v15 n7 p42-46 Oct

1989.
Cites appointment of a marketing director for a law firm as a trend. The duties are to develop a plan, conduct research, and training in public relations.

Varadarajan, P. Rajan; Menon, Anil. "Cause-Related Marketing," Incentive, v163 n2 p30-34 Feb 1989.
Contends that many companies are finding that charitable goals and marketing objectives can be promoted simultaneously through cause-related marketing. Cause-related marketing is defined as taking place when a company promises to make a charitable contribution based on purchases.

Books

Chestara, John A. P.P.R. (Personal Public Relations): Using Public Relations Skills, Concepts, Techniques and Strategies in Your Business, Career, Family and Social Life. NY: Sage. 1988. 300pp.
Stresses marketing from a personal relationship perspective, relying on word-of-mouth advertising, networking and reputation for quality and reliability.

Goodwin, R. Kenneth. One Billion Dollars of Influence. Chatham, NJ: Chatham House. 1988.
Describes the techniques of direct marketing, as well as other communication tools in political campaigning. Also discusses new technology of direct marketing including interactive TV.

Media Relations

Journals

Abbott, Eric A.; Brassfield, Lynn T. "Comparing Decisions on Releases by TV and Newspaper Gatekeepers," Journalism Quarterly, v66 n4 p853-856 Win 1989.
Maintains that local news continues to be the primary consideration in using media releases.

"Across the Board Theme Issue on Business and Media Relations," Across the Board, v26 n7,8 p16-39 Jul-Aug 1989.
Presents a series of articles by various authors about business and its media relations.

Bernish, Paul. "Fighting a Takeover Battle with the Press," Across the Board, v26 n7,8 p25-28 Jul-Aug 1989.
Claims that media coverage of takeover fights dramatizes the conflict between the media and business, due to media's desire to predict outcomes.

Bernstein, Gail. "Meet the Press," Public Relations Journal, v44 n3 p28-32 Mar 1988.

Interviews with a Wall Street Journal veteran reporter on his dealing with public relations. The reporter admits the hardest part is to convince practitioner's client to be more forthcoming.

Bishop, Robert L. "What newspapers Say About Public Relations?," Public Relations Review, v14 n2 p50-52 Sum 1988.

A content analysis of three newspapers identifies favorable and unfavorable mentions of public relations activities. Findings indicated that public relations is equated solely with publicity and that publicity is perceived by the press as generally favorable.

Boyd, Betty. "Hold All the Marbles in the Media Game," Vocational Education Journal, v63 n8 p34-35 Nov-Dec 1988.

Planning is an all-important assets component of effective media relations. This means anticipating crises and leveling with the media.

Bridges, Janet A. "News Use on the Front Pages of the American Daily," Journalism Quarterly, v66 n2 p332-337 Sum 1989.

Identifies three news-use patterns in a study of front pages of 101 newspapers. Timeliness is most important.

Burson, Harold. "The CEO and the Reporter," Across the Board, v56 n7,8 p29 Jul-Aug 1989.

Presents an optimistic view of public relations acceptance by top management beginning to recognize the needs of the media, are less afraid of the media, and more cooperative.

"Budget Deficit: Practitioners Can Help Rally Public to Action," Public Relations Journal, v45 n11 p10-11 Nov 1989.

Contends that public relations practitioners need to help the media personalize national budget deficit stories and use employee communication vehicles to help convey the significance of the deficit to American to move them to action.

Burke, James E. "Working with the Media," Across the Board, v26 n7,8 p30-31 Jul-Aug 1989.

Offers suggestions on how to work with the media.

Cannon, Margaret. "Screen Gems," Canadian Business, v61 n4 p107-110 Feb 1988.

Predicts that integrated communications packages involving video, print and messages delivered live are the wave of the future in corporate communications.

Caudill, James. "Working with Editorial Boards," Public Relations Journal, v45 n3 p31-32 Mar 1989.

Offers guidelines on working with editorial boards.

Chakravarty, Subrata N.; Torcellini, Carolyn. "Citizen Kane Meets Adam Smith," Forbes v143 n4 p82-85 Jan 20 1989.

Traces the diminishing power and profits of the press as household penetration drops from 95 percent to 65 percent in 20 years.

Coleman, Lynn. "Hotelier Uses Audacious PR to Capture Media Attention: Hotel Chain Tries to Satisfy Guests' Fantasies," Marketing News, v22 n14 p1-2 Jul 4 1988.

A Victorian bed-and-breakfast inn relies on targeted public relations rather than advertising. A total of 40 media stories were generated in the inn's first year of operation with only a $10,000 budget.

Crawley, David. "Business and Media: Allies or Adversaries?," Management Review, v77 n12 p32-34 Dec 1988.

Describes a new breed of reporters and writers who are more receptive to the business view, and are responding to corporate public relations reliance on its credibility in its relations with the media.

Donahue, G. A.; and others. "Structure and Constraints on Community Newspaper Gatekeepers," Journalism Quarterly, v66 n4 p807-812 Win 1989.

Identifies the constraints on editors of community newspapers, among them their professional values.

Doyle, Arthur T. "Meeting the Media," Currents, v14 n2 p26-31 Feb 1988.

Discusses ways of preparing for media conferences and how to handle tough questions. Also offers steps in planning a media conference, how to anticipate questions, and how to respond to false premise questions.

Dudley, Christopher. "Making National Headlines: The Media Magic of Tad Foote," The Educational Record, v69 n2 p18-21 Spr 1988.

A case history of University of Miami's presidential campaign to create a reputation for scholarly and world-class distinction.

Dyal, Donald. "Public Communications: Getting It Airborne," Wilson Library Bulletin, v62 n8 p38-40 Apr 1988.

Contends that the goal of the public information program is to provide a widely disseminated, broad-based and consistent multi-media message. Also that getting into the news network requires linking the story with a national event or concern.

Erfle, Stephen; McMillan, Henry. "Determinants of Network News Coverage of the Oil Industry During the Late 1970s," Journalism Quarterly, v66 n1 p121-128 Spr 1989.

Presents evidence to support the notion that network news coverage of the oil industry is strongly affected by market conditions, particularly price fluctuations.

Glasser, Theodore L.; and others. "The Influence of Chain Ownership on News Play: A Case Study," Journalism Quarterly, v66 n3 p607-614 Aut 1989.

Demonstrates the subtle influences that group newspaper managements exert on their newspapers in giving or withholding coverage of the news.

Hartman, Curtis. "Behind the Scenes: A Look at How One Company Got Its Story into Inc Magazine," Inc., v10 n4 p137-138 Apr 1988.

Recommends that public relations practitioners treat both their employers and reporters as their clients. Commends a public relations practitioner and his firm by name for a model "pitch" letter. Letter is reproduced.

Heger, Kyle. "Electronic Public Relations Comes of Age," Communication World, v6 n3 p21-23 Mar 1989.

Asserts that more sophisticated production techniques, greater use of raw video footage and video releases, and advances in live satellite transmissions are propelling publicity into the electronic age. Includes a list of the ten top video releases based on audience rating by Nielsen.

Hess, Steve. "How to Media Train the CEO," Public Relations Journal, v45 n7 p37-38 Jul-Aug 1988.

Recommends a complete day for training CEOs on importance of being candid with criticism, helping with physical appearance and preparing for hard questioning interviews.

Howard, Herbert H. "Group and Cross-Media Ownership of TV Stations: A 1989 Update," Journalism Quarterly, v66 n4 p785-793 Win 1989.

Identifies the trend in group ownerships with groups purchasing 197 stations in the top 100 markets since 1982.

Hynds, Ernest C. "Survey Finds Large Daily Newspapers Have Improved Coverage of Education," Journalism Quarterly, v66 n3 p692-696 Aut 1989.

Reports greater coverage of school news resulting from increased public concerns and more news being created by and in the schools. School boards and substance abuse receive equal coverage.

Kirchner, Kathy. "A TV Reporter's Wish List," Public Relations Journal, v45 n11 p21 Nov 1989.
Warns practitioners that to decide not to hold a media conference needs to have the same justification as the decision to hold one. The reasons for holding a media conference differ for TV and print reporters.

Levin, Donald M. "Publicizing the Impossible," Public Relations Journal, v45 n2 p30-31 Feb 1989.
Advises practitioners to think visually for effective publicity. Other recommendations are to create unusual events and tie-ins, vary approaches, and to slant self-serving stories toward issues and public service.

Levine, Joshua, Ed. "I Gave at the Supermarket," Forbes, v144 n14 p138-140 Dec 25 1989.
Reports the growing popularity of tie-ins with causes or cause-related marketing. Pioneered by American Express, which offered to contribute one cent from every purchase with an American Express card to the campaign to refurbish the Statue of Liberty in 1973, the plan has since been adopted by many other firms.

Mellow, Craig. "Remaking PR's Image," Across the Board, v26 n7,8 p32-39 Jul-Aug 1989.
Gives six reasons why companies need more and better public relations. They include technology of global communications, growing internationalism in business and industry, and increasing mobility of society.

Miller, Nancy. "Savings Executives and the Press: From a Reporter's Perspective," Bottomline, v5 n12 p9-15 Dec 1988.
A repeat of the usual complaints from reporters that releases are not tailored to the media's need for exclusives.

Miller, Peter. "Basic Principles and Protocols of Media Marketing," Public Relations Quarterly, v34 n2 p27-31 Sum 1989.
Offers guidelines in dealing with the media. They include tailoring efforts to individual reporters and media outlets, maintaining credibility, becoming a source of credible information, being aware of deadlines and meeting them, and identifying other sources for the media.

Morton, Linda P. "Effectiveness of Camera-Ready Copy in Press Releases," Public Relations Review, v14 n2 p45-49 Sum 1988.
Reports of two studies showing improved use of camera-ready releases.

Nelton, Sharon. "Putting Your Best Foot Forward," Nation's

Business, v77 n8 p46-47 Aug 1989.
Discusses the recommendations of a media consultant. The article focuses on television appearances.

Olsen, C. N. "Relation Between Corporate Ownership and Editor Attitudes About Business," Journalism Quarterly, v65 n2 p256-266 Sum 1988.
Reports a high priority on business news by the media. Corporate relations officers are doing well extending the hand of the media.

Patterson, Bill. "Using Radio News Today," Public Relations Journal, v45 n11 p22 Nov 1989.
Contends that radio is alive and thriving for the '90s. Radio still reaches about 200 million people each weekday out of a population of 245 million.

Plante, James F. "Television News: Riding the Shock Waves," Public Relations Journal, v45 n11 p20-21,35 Nov 1989.
Discusses the changes that have taken place in the requirements for successful TV media replacement as a result of the birth and growth of cable TV news channels.

Pomerantz, Joel. "The Media and Public Relations: Pride and Prejudice," Public Relations Quarterly, v34 n4 p13-16 Win 1989-90.
Examines what is behind some of the prejudices and attitudes the media hold about public relations.

Roe, Randall. "The Best of Times for Business News," Across the Board, v26 n7,8 p16-24 Jul-Aug 1989.
Gives case histories on how the business editor of The New York Times broke several major business stories.

Ryan, Michael; Martinson, David L. "Journalists and Public Relations Practitioners: Why the Antagonism?," Journalism Quarterly, v65 n1 p131-140 Spr 1988.
Reports a survey of public relations practitioners that reveals reasons for antagonism of the media toward public relations knowing that the self-importance of journalists and the different objectives of public relations and the media stand in the way of amicable relations.

Sabocik, Mary. "Print Media: Placement Strategies for the New Segmentation," Public Relations Journal, v45 n11 p15-19,35 Nov 1989.
Contends that segmentation is the trend in media placement as clients demand fewer but better targeted releases.

Schwartz, Bill. "Nurturing a Green Reporter," Public Relations, v45 n10 p46,48 Oct 1989.

Describes four major steps in working with an inexperienced reporter.

Shell, Adam. "Satellite Media Tours 'Take Off'," Public Relations Journal, v45 n10 p18 Oct 1989.
Describes a satellite tour that enables spokespersons to be interviewed via satellite by TV stations nationwide and simultaneously.

Sherman, S. P. "Smart Ways to Handle the Press," Fortune, v119 n13 p69-70,75 Jun 19 1989.
Case history of what happened to Exxon as a result of bad handling of the press after the Alaskan oil spill. Almost everything Exxon said and did, from criticizing the Coast Guard to running stiffly worded full-page ads apologizing, seemed to make matters worse. Offers guidelines for dealing with the press that should be framed and hung in every public relations and CEO office.

Sklarewitz, Norman. "Press Junkets: Sound Marketing Method or Boondoggle?," Communication World, v5 n2 p32-35 Feb 1988.
Questions the ethics of Japan Air Lines offering attractive press junkets to the Orient, asking for no commitments, but expecting results.

Smith, Conrad; Becker, Lee B. "Comparison of Journalistic Values of Television Reporters and Producers," Journalism Quarterly, v66 n4 p793-801 Win 1989.
Concludes there is little evidence to show that reporters are fighting publishers to protect their integrity.

St. Dizier, Byron. "Journalism Majors More Likely to Support Liberal Viewpoints," Journalism Educator, v44 n3 p20-25 Aut 1989.
Reports a growing body of evidence that supports the notion that American journalists do not represent their readers or viewers views. Also reports studies that reveal those working in the media tend to have backgrounds and beliefs quite different from those of most Americans.

Stocking, S. Holly; Gross, Paget H. "Understanding Errors, Biases That Can Affect Journalists," Journalism Educator, v44 n1 p4-11 Spr 1989.
Outlines some of the more important errors and biases in thinking that psychologists have documented in recent years.

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Talbott, Frederick. "Taping Reporters," Public Relations Journal, v45 n6 p22-25 Jun 1989.
Recommends advising clients to tape record all interviews with reporters to protect themselves from being misquoted.

Theus, Kathryn T. "Organizational Response to Media Reporting," Public Relations Review, v14 n4 p45-57 Win 1988.

Presents case studies of organizations in the Washington, D.C., area that were the subjects of news reports during a two-month period. Concludes that the organizational structure and interorganizational relations are strong influencers.

Vavoso, Kathleen J. "When the Media Calls Should You Answer?," Bottomline, v5 n12 p17-20 Dec 1988.

Recommends that savings institutions not only answer the media, but help them understand the information they seek and even suggest additional information and angles that can improve understanding.

Zimmer, Phil. "Open to the Public: How Academic Conferences Can Draw Media Attention," Currents, v14 n3 p44-46 Mar 1988.

Describes ways of alerting the media and developing story angles.

Books

American Newspaper Representatives: A Director of Community Newspapers, 69th ed. Minneapolis, MI: American Newspaper Research. 1989. 483pp.

Arranged alphabetically by state and city or town, this reference provides data about the community newspaper: address, telephone, publisher, publication day, circulation, number of columns and charges. The editors include information on state, regional and national associations.

Bagdikian, Benjamin H. The Media Monopoly, 2nd ed. Boston, MA. ; Houghton-Mifflin. 1989. 224pp.

Examines the impact of the growing number of group ownerships of newspapers on readers and the information that is available to them.

Churman, Richard M. Beyond Malice: The Media's Years of Reckoning. New Brunswick, NJ: Transaction Books. 1988. 306pp.

Contends that the media have become a virtually irresistible power due to protection of the "absence of malice" decision by the Supreme Court.

Comstock, George. The Evolution of American Television. Newbury, CA: Sage. 1989. 384pp.

Examines television as a medium of news, information and entertainment, and analyzes its influence.

Dennis, Everette E. Reshaping the Media. Newbury, CA: Sage. 1989. 208pp.

A collection of the author's speeches, articles and lectures gives an overview of mass communication in the information age. Addresses topics dealing with the changing economics of news, quality control of the media and the politics of media credibility, among others.

Emery, Michael; Emery, Edwin. The Press and America: An Interpretive History of the Mass Media, 6th ed. Dubuque, IA: Wm. C. Brown. 1988. 784pp.

A history of the mass media from the perspective of its role and influence in the development of America.

Entman, Robert M. Democracy Without Citizens. NY: Oxford University Press. 1989. 248pp.

Contributes some original criticism to the old debate about the media and their lack of objectivity when it comes to political reporting and comment.

Folkents, Jean; Teeter, D. L. Jr. Voices of a Nation: A History of the Media in the United States. NY: MacMillan 1989.

A media history written within the social, political and economic setting of the period.

Gariffa, Peter M.; LeBlanc, Michael. Newsmakers. Detroit, MI: Gale Research. 1989.

Offers a complete assemblage of 145 biographies of current newsmakers and 50 obituaries of those who died within the year.

Olen, Jeffrey. Ethics in Journalism. Englewood Cliffs, NJ: Prentice-Hall. 1988. 127pp.

Focuses on the moral dilemmas that confront journalists and what can be done about them.

Slater, Robert. This . . . Is CBS: A Chronicle of 60 Years. NY: Prentice-Hall. 1988. 354pp.

Provides one of the most comprehensive histories of CBS and the television industry.

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Swift, Paul. "Media Directories." Public Relations Quarterly, v33 n4 p5-6 Win 1988-89.

Reviews media directories from the well-known Bacon's Publicity Checker to the lesser-known regional directories for their usefulness, completeness and accuracy.

Minority Relations

Journals

Cantor, Bill. "Minority Hiring Shows Problems in Corporate America," Communication World, v6 n8 p22-25 Jul-Aug 1989.

Poor communication is blamed on the failure of minority recruitment. Asserts that controversy, confusion and misconceptions cloud the issue. This has to stop since, by the end of the century, one fourth of the population will consist of minorities.

Creedon, Pamela J. "Public Relations History Misses 'History'," Journalism Educator, v44 n3 p26-30 Aut 1989.
Reports a study of 10 recent public relations texts to identify coverage or lack of coverage given to the contributions of women to the public relations development and practice today.

Dozier, David M. "Breaking Public Relations' Glass Ceiling," Public Relations Review, v14 n3 p6-14 Fall 1988.
Discusses problems related to the predominance of women in public relations.

Grunig, Larissa A. "A Research Agenda for Women in Public Relations," Public Relations Review, v14 n3 p48-57 Fall 1988.
Argues for research on women professionals as a basis for employment and promotion.

--------. "Women in Public Relations: An Overview," Public Relations Review, v14 n3 p3-5 Fall 1988.
Looks back at the progress women have made in public relations practice and in the classroom.

Henderson, Carter. "Old Glory: America Comes of Age," The Futurist, v22 n2 p36-40 Mar-Apr 1988.
Contends that the fast-growing older Americans will change U.S. society in the 21st century with the older generation competing with the younger generation for economic survival.

Hunt, Todd; Thompson, David W. "Bridging the Gender Gap in PR Courses," Journalism Educator, v43 n1 p49-51 Spr 1988.
Concern is expressed over the predominance of women entering public relations resulting in a possible decline in compensation and prestige.

Kern-Foxworth, Marilyn. "Minorities 2000: The Shape of Things to Come," Public Relations Journal, v45 n8 p14-23 Aug 1989.
Predicts that public relations practitioners who are members of minority groups will be needed to communicate in the mainstream of public relations as the work force becomes dominated by members of minority groups.

--------. "Public Relations Books Fail to Show Women in Context," Journalism Educator, v44 n3 p31-36 Aut 1989.
Analyzes public relations texts and reference books

published from 1979 to 1988 to determine the amount of information they contain about the role and contribution of women.

---------. "Status and Roles of Minority Public Relations Practitioners," Public Relations Review, v15 n3 p39-47 Fall 1989.
Provides empirical data on the roles of minority practitioners in public relations: management level, age, experience, education, salary, organization type and size.

Longman, Phillip. "The Challenge of an Aging Society," The Futurist, v22 n p33-37 Sept-Oct 1988.
Maintains that an aging society brings on exploding pension and health-care costs at the same time that the supply of qualified young workers is shrinking. The declining ratio of workers to retirees means that business profits will fall, along with America's standard of living unless the United States undertakes massive investments in raising productivity from fewer workers.

Lukovitz, Karlene. "Women Practitioners: How Far, How Fast?," Public Relations Journal, v45 n5 p15-22,34 May 1989.
Top corporate executives see the future of public relations dominated by women practitioners.

Mathews, Wilma. "Women in Public Relations: Progression or Retrogression?," Public Relations Review, v14 n3 p24-28 Fall 1988.
Recommendations for a career strategy for women aspiring to reach into management are presented.

Miller, Debra A. "Women in Public Relations Graduate Study," Public Relations Review, v14 n3 p29-35 Fall 1988.
Author discusses the experiences of women in graduate study and how it compares with the experiences of minorities.

Morgenson, Gretchen. "Sexual Harassment in the Workplace--Is It a Phony Issue?," Forbes, v143 n10 p69-72 May 15 1989.
Discusses problems dealing with the wide gray area within sexual harassment that requires a judgment call.

Nelton, Sharon. "The Age of the Woman Entrepreneur," Nation's Business, v77 n5 p22-25,30 May 1989.
Reports that the number of sole proprietorships by women has increased by more than 60 percent, and continues to rise. Includes a list of sources for more information. Reprints may be obtained from the magazine. The article's identification number is 8748.

------. "Women in Business," Nation's Business, v77 n4 p10,11 Apr 1989.

Provides glimpses of life at home for families of entrepreneurial women and successful strategies of women bosses.

Newsom, Doug. "How Women Are Depicted in Annual Reports," Public Relations Review, v14 n3 p15-19 Fall 1988.

Annaul reports are examined from a woman's view. Concludes that women are not adequately represented in the language and the art.

Pratt, Cornelius B. "Female and Minority PR Educators: Where Is the Hope for Career Advancement?," Public Relations Quarterly, v34 n3 p7-9 Fall 1989.

Recommends starting with building minority public relations faculty as the first step.

Rudnitsky, Howard. "Broadcasting: How the Rich Get Richer," Nation's Business, v143 n10 p38-39 May 15 1989.

Decries the government's policy to favor minority ownership of the broadcast media. Discusses the abuses by a wealthy group of minority entertainers at taxpayer expense.

Smith, Lee. "What Do We Owe to the Elderly?," Fortune, v119 n7 p54-55,58,60,62 Mar 27 1989.

Reports on the problems resulting from the graying of America. Covers the same ground that has been covered before but includes a side-bar report on the senior economic boom.

Stewart, Linda J. "Women in Foundation and Corporate PR," Public Relations Review, v14 n3 p20-23 Fall 1988.

Looks at factors involved in women assuming the predominant and dominant roles in public relations as more women enroll in public relations education and enter the field.

Toth, Elizabeth L. "Making Peace with Gender Issues in Public Relations," Public Relations Review, v14 n3 p36-47 Fall 1988.

Recommends broadening gender issues and providing new directions for research.

Turk, Judy Van Slyke; and others. "Hispanic Americans in the News in Two Southwestern Cities," Journalism Quarterly, v66 n1 p107-113 Spr 1989.

Reports that Hispanic Americans are being covered fairly by San Antonio and Albuquerque newspapers.

Zinsmeister, Karl. "The Kerner Commission," Public Opinion, v10 n5 p41-44 Jan-Feb 1988.

Describes the state of black demographics and psychographic attitudes, voting patterns, and economy 25 years after the Kerner Commission.

Books

Bartos, Rena. Marketing to Women Around the World. Boston, MA: Harvard Business School Press. 1989. 320pp.
Discusses the surge of women into the work force and the way it has transformed the consumer marketplace.

Beasley, M. H.; Theus, K. T. The New Majority: A Look at What the Preponderance of Women in Journalism Education Means to the Schools and to the Professions. Lanham, MD: Univ Press of America. 1988.
Explores the ramifications of the change from a male to a female majority in journalism schools with recommendations for action and further study.

Dychtwald, Ken; Flower, Joe. Age Wave: The Challenges and Opportunities of an Aging America. NY: Jeremy P. Tarcher, Inc. 1989. 380pp.
Recounts both the negative and positive effects of the aging society. Retirement may be unaffordable for the older American and American society, intergenerational conflicts will rise, leisure will be redefined to unite a more active older generation, and the physical design of the cities will change to accommodate older, active, mobile society.

Perin, Constance. Belonging in America: Reading Between the Lines. Madison, WI: The University of Wisconsin Press. 1988.
Focuses on the gaps and ambiguities of ethnic and racial groups, and what is keeping them from joining the larger American culture. Prepares the public relations practitioner for communicating in a nation of minorities.

Pippert, Wesley G. An Ethics of News: A Reporter's Search for Truth. Washington, DC: Georgetown University Press. 1989. 156pp.
Deals with fundamental questions such as do the media get at the heart of the issues, do journalists perceive and report a clear view of events, and why blacks are not getting their fair share of coverage even in predominantly black communities?

Powell, Gary N. Women and Men in Management. Newbury Park, CA: Sage. 1988.
Focus is on the transition that is taking place in female and male relationships in the workplace, especially pertinent for public relations where women are beginning to outnumber men. Also provides a clear and updated description of gender differences and similarities in abilities, preferences and accomplishments, and where

gender does not apply.

Non-Profit Organizations

Journals

Bacon, Donald C. "Nonprofit Groups: An Unfair Edge?," Nation's Business, v77 n4 p33-34 Apr 1989.
Deplores the unfairness of small businesses that have to compete with businesses organized as not-for-profit enterprises.

Chait, B. F.; Taylor, B. E. "Charting the Territory of Nonprofit Boards," Harvard Business Review, v89 n1 p44-56 Jan-Feb 1989.
Decries the practice of many trustees who get bogged down in operating details when they join nonprofit boards. This often is the opposite what they do in the organizations they head as CEOs.

Lukaszewski, James E. "The Image and What You Can Do About It," American Libraries, v20 n1 p22-26 Jan 1989.
Contends that libraries have a bad public image, it is unjust, and what can be done to earn for them the public image they deserve. Includes related article by Linda Wallace.

Muson, Howard. "The Nonprofits Prophet," Across the Board, v26 n3 p11-15 Mar 1989.
Reports an interview with Peter Drucker who discusses managing without a bottom line.

Payton, Robert L. "On Discovering Philanthropy," Change, v20 n6 p33-37 Dec 1988.
A guide to the core literature, study centers and the philanthropic associations.

Poole, Gary A. "How the For-Profits and the Non-Profits Can Best Profit from Each Other," Colorado Business Magazine, v15 n12 p20-28 Dec 1988.
Contends that much of the efficiency of operation carved out by not-for-profit organizations because of limited resources can be employed by for-profit organizations, while the bottom line approach and financial accounting of the for-profit organization can be adopted by not-for-profit organizations.

Vyn, Kathleen, "Nonprofits Learn How-to's of Marketing," Marketing News, v23 n17 p1-2 Aug 14 1989.
Summarizes some of the techniques used by various not-for-profit social service agencies to earn support. Discusses the use of themes by United Ways, home videos, films and multi-media slide shows. Funding and research

are the main concerns of all social service agencies.

Wallace, Linda. "The Image--And What You Can Do About It in the Year of the Librarian," American Libraries, v20 n1 p22-25 Jan 1989.
Contends that the librarian's image is one of the chief concerns of the profession, but contends that stereotypes don't matter so long as the job is done.

Wylie, Frank W. "Crisis Time for the Nonprofits: Volunteerism," Vital Speeches, v55 n1 p170-173 Jan 1 1989.
Describes conditions responsible for scarcity of volunteers and what is being done about it. Tells how business is helping and what the nonprofit organizations can do to recruit and retain their volunteers from a diminishing supply.

Profession

Journals

Arndt, Eric. "You Can Get There From Here," Communication World, v5 n10 p19-22 Oct 1988.
The author draws an optimistic picture for a variety of specialties within public relations.

Bissland, James H.; Reninger, Terry Lynn. "Education's Role in Professionalizing Public Relations: A Progress Report," Journal of Mass Media Ethics, v4 n1 p92-105 1989.
Describes how the armed forces senior service schools teach public relations instruction at their war colleges.

Bolland, Eric J. "Advertising vs. Public Relations," Public Relations Quarterly, v34 n3 p10-12 Fall 1989.
Presents a model to enable marketing managers to calculate the cost per thousand impressions for media placement.

Britt, Julie, "PR is Communication," Business & Economic Review, v36 n1 p13-20 Oct-Dec 1989.
Describes cases where public relations can be more effective than advertising. Defines public relations as informed salesmanship or the ability to see the product or service as others see it, and to view it creatively as enhancing the quality of life of the consumer.

Brody, E. W. "PRSA's Poor Attempt to 'Demonstrate Excellence'," Public Relations Quarterly, v34 n4 p10-12 Win 1989-90.
Dissects the Public Relation Society's efforts to upgrade professional development and to invest members with superior knowledge and skills compared with nonmembers.

Cantor, Bill. "*Your Job Insurance Is Career Planning and High* Visibility," Public Relations Quarterly, v33 n3 p22-25 Fall 1988.
Describes steps in advancing the practitioner's career.

"Conference Roundup: Truth or Consequences," Public Relations Journal, v44 n1 p25-30 Jan 1988.
This is the annual summary of PRSA national conference highlights.

Creedon, Pamela J. "Public Relations History Misses 'Her Story'," Journalism Educator, v44 n3 p26-30 Aut 1989.
Traces the contributions that women have made to the public relations throughout the history of literature. Credits Doris E. Fleischman, instead of her husband, Edward L. Bernays, with coining the term, "public relations counselor," along with other revelations. The same issue of Journalism Educator contains a companion article by Marilyn Kern-Foxworth. See below.

Croft, A. C. "How to Find and Attract the Best PR Employees," Public Relations Quarterly, v34 n3 p26-28 Fall 1989.
Offers eight strategies for finding and attracting the best public relations personnel. Suggests using a placement firm selectively due to the cost, making it easier for good prospects to find you, creating a pleasant working environment, and using interns productively.

"Cultural Differences Challenge Expatriates," Communication World, v5 n10 p32-35 Oct 1988.
Six American communicators working in far corners of the globe discuss their experiences as expatriate-communicators.

Cummins, James E. "The Ohio FFA Center: A Model for Public Relations," The Agricultural Education Magazine, v60 n12 p13-14 Jun 1988.
Describes a statewide public relations effort to build a headquarters for the Future Farmers of America.

Davids, Meryl. "Management's Challenges for the '90s," Public Relations Journal, v44 n11 p34-41 Nov 1988.
Chester Burger, pioneer in management consulting and founder of his own public relations firm, assesses the current and future status of public relations and the management function.

Davidson, J. P. "How to Market Your Own Career," Communication World, v5 n10 p16-18 Oct 1988.
Recommends employing marketing to one's career and make long-range goals.

Detweiler, John S. "Public Relations and the Campaign for Press Freedom," Public Relations Quarterly, v34 n1 p19-22 Apr 1989.

Describes a public information campaign by the Society of Professional Journalists to educate the general public about its first amendment rights.

Edelman, Dan. "PR on the Offensive: We Can Do Better Than Ads," Advertising Age, v60 n11 p20 Mar 13 1989.

Makes a case for public relations being more effective than advertising in certain situations. Public relations has the advantage of putting the message in the context of the day's news and issues.

Finn, David. "Five Myths Limit PR's Usefulness," Marketing news, v23 n21 p11 Oct 9 1989.

Recounts several myths including public relations is only as good as its media contacts; PR success is measured by success in media placement; and the concept of image and public relations practitioners as image merchants.

Fyten, David. "Grin, Don't Gripe, Being Nice to Unpleasant People," Currents, v14 n1 p34-36 Jan 1988.

Provides a prescription for winning friends and supporters among hard-to-please people. Recommends "keeping your cool," respecting the opinions of others, no matter how outlandish, and keeping a healthy perspective on priorities.

Levy, Dorothy. "What Public Relations Can Do Better Than Advertising," Public Relations Quarterly, v34 n3 p7-9 Fall 1989.

Makes a case for public relations over advertising on the basis of traditional advantages of credibility, third party endorsement, and as a way to generate public response. Offers some new arguments such as less informed publics seek information and editors and broadcasters seek credible good news stories because their readers and viewers are being turned off by too much bad news.

Manassero, William J. "What Is Public Relations?," Journal of Accountancy, v166 n5 p132-135 Nov 1988.

Begins with the warning that public relations is not synonymous with marketing, then contends that public relations is everything the corporation does to communicate its contribution to society and to the quality of life.

Moore, R. Keith. "Positioning Your PR Office: Capture Clout with these Concrete Steps," Currents, v14n10 p16-22 Nov-Dec 1988.

Offers steps leading to more authority for the university public relations office. They include ways of earning the president's support, the faculty's respect, and student support.

Myers, Gary. "How to Nurture Creativity," Public Relations Journal, v44 n11 p45-46 Nov 1988.

Contends that innovative ideas and creativity should be integral parts of public relations practice.

"Public Relations Journal's Annual Salary Survey," Public Relations Journal, v45 n6 p17-21 Jun 1989.

Reveals only a slight increase in the median salary of practitioners since the previous year. Nearly 60 percent of the respondents are women.

"PRSA Conference '88," Public Relations Journal, v45 n1 p21-26 Jan 1989.

Presents highlights from the PRSA convention for 1988.

"Public Relations Body of Knowledge: Task Force Report," Public Relations Review, v14 n1 p3-40 Spr 1988.

Titles of books and articles representing the second stage in a PRSA task force codification of the literature in the Public Relations Body of Knowledge. The first stage was covered in the winter 1987 issue. The third stage will abstract the readings.

Reisman, Joan. "Quality Control," Public Relations Journal, v45 n3 p19-22,24-25 Mar 1989.

Sees a need for quality control in public relations.

--------. "Corporate Advertising--Public Relations in Disguise?," Public Relations Journal, v45 n9 p21-27 Sept 1989.

Discusses the controversy concerning corporate advertising. Is it advertising or public relations?

Shell, Adam. "Overwhelmed Cities Increasingly Seek Expertise of Outside Counselors," Public Relations Journal, v45 n11 p6,12 Nov 1989.

Sees a growing use of public relations counsel by municipalities.

Stahlheber, Sharon A. "Providing Effective Public Relations Counsel," Public Relations Journal, v45 n5 p29-30 May 1989.

Describes the traits of an effective counselor.

Stanberry, Frank R. "Writing Remains Essential Practitioner Skill, Survey Affirms," Public Relations Journal, v45 n3 p11-12 Mar 1989.

Reports the findings of a survey of PRSA members who disclose that 36.5 percent of the work week is devoted to writing.

Strenski, James B. "Quality and Communication: Keys to Leadership in the Service Industry," Public Relations Quarterly, v34 n4 p17-18 Win 1989-90.

Outlines the necessity of providing public relations services especially those involving counsel and advocacy.

Taylor, Karla. "To Get Clout, Get Results: A PR Pro Tells What You Really Need to Succeed," Currents, v14 n10 p24-28 Nov-Dec 1988.

An in-depth interview with Pat Jackson, public relations counselor, on how to be results oriented in public relations.

Temple, K. Richard. "Is Public Relations Ready for the 1990s?," Public Relations Quarterly, v34 n4 p4-6 Win 1989-90.

Discusses three broad trends not limited to the practice of public relations but providing opportunities for practitioners to apply their special skills.

Turk, Judy Van Slyke. "Financial Skills: Missing in Action," Public Relations Journal, v44 n12 p10-11 Dec 1988.

Reports the findings of a survey of practitioners, which found that public relations managers lack skills in planning, organization, problem-solving and decision-making; goal-setting and prioritizing; time management, analysis and budgeting.

Walker, Albert. "The Public Relations Literature: A Narrative of What's Been Published By and About the Profession, 1922-1988," Public Relations Quarterly, v33 n2 p27-31 Sum 1988.

Traces the development of literature in the body of public relations knowledge.

White, Jon. "The Vantage Point Problem of Public Relations," Public Relations Review, v41 n55 p3-11 Sum 1988.

Discusses the difficulties public relations experiences in trying to bring an outside perspective to their counsel.

Books

Brody, E. W. Public Relations Programming and Production. Westport, CT: Praeger. 1988. 220pp.

Outlines steps in the development of a public relations program and shows how a viable program is founded on audience analysis and identifying the most appropriate communication channels to reach that audience.

Cantor, Bill. Experts in Action: Inside Public Relations, 2nd ed. White Plains, NY: Longman. 1989. 448pp.

Focuses on special areas within the practice of public relations as told by recognized experts in the field.

Goff, Christine Friesleben, Ed. The Publicity Process, 3rd ed. Ames, IA: Iowa State Press. 1989. 305pp.

Updates and expands the content of earlier editions to incorporate new value systems, technologies and new subject matter.

Haberman, David A.; Dolphin, Harry A. Public Relations: The Necessary Art. Ames, IA: Iowa State Press. 1988.

Stresses public relations as an art form. Essential requirements include preparation in building relationships and coalitions as well as learning and practicing knowledge and application of skills. A new first-edition entry into the over-populated textbook field, includes summaries, exercises and cases.

Hiebert, Ray E., Ed. Precision Public Relations. White Plains, NY: Longman. 1988.

Compiles selected articles from Public Relations Review organized around the classic public relations model of definition, influence, research, communication and evaluation.

Kruckeberg, Dean; Starck, Kenneth. Public Relations and Community: A Reconstructed Theory. Westport, CT: Praeger. 1988. 142pp.

Argues that a fundamental reason why public relations practice exists today is to overcome the loss of community resulting from the new means of communication and transportation. Public relations is not taking up the cause quickly enough.

Newsom, Doug; and others. This is PR: The Realities of Public Relations, 4th ed. Belmont, CA: Wadsworth. 1989. 527pp.

Organizes the public relations practice in four sections: the role, research, audiences, and the art and science of communication.

Rice, Ronald E.; Atkin, Charles E., Eds. Public Communication Campaigns. Newbury, CA: Sage. 1989. 416pp.

Updates the first edition published in 1981, the state of the art of public communication campaigns from the perspectives of program managers, policy makers and administrators.

Ruben, B. D. Communication and Human Behavior, 2nd ed. NY: MacMillan. 1988.

Treats the challenge to public relations communica-

tion to effect attitudes and behavioral change.

Seitel, Fraser P. The Practice of Public Relations, 4th ed. Columbus, OH: Merrill. 1989. 672pp.

Relates the practice of public relations by way of anecdotal experiences, case studies, and interviews with practitioners.

Walker, Albert. The Public Relations Body of Knowledge. NY: Foundation for Public Relations Research and Education. 1988. 91pp.

First formal report outlining the books, periodicals, data bases, bibliographies, curricula, principles, practices and ideas that document and define the growing body of knowledge in the field of professional public relations.

Wilcox, Dennis L.; and others. Public Relations: Strategies and Tactics, 2nd ed. NY: Harper. 1989. 686pp.

Another entry into the textbook field, but superior in its organization, coverage, and inclusion of ethical implications in most chapters.

Wood, R. J.; Gunther, Max. Confessions of a PR Man. NY: New American Library. 1988.

Presents a collection of case histories of major campaigns with good representation of the failures as well as successes.

Public Opinion

Journals

Brokaw, Leslie; Solomon, Stephen D. "Public Relations: The Big Picture," Inc., v11 n7 p98 Jul 1989.

Tells how Americans rate the abilities of different industries to serve the country's needs at reasonable cost.

Cooper, Marc; Soley, Lawrence. "All the Right Sources," Mother Jones, v15 p20-27,45-48 Feb-Mar 1989.

Results of a study of the diversity of thought that is represented by editorial comment on the airwaves. The same group of experts was found to dominate comments on public affairs.

"Corporate Eyes, Ears, and Mouths," The Economist, v310 n5694 p67-68 Mar 18 1989.

Stresses the importance of covering all bases among key publics--government, pressure groups, shareholders, the media, and above all, employees.

Gavin, William F. "The Secret Life of American Politics,"

Public Opinion, v10 n5 p2 Jan-Feb 1988.
Round up of opinion by regions and demographics regarding business, the media, and government secrecy. Comparisons are made with other countries.

Himmelstein, Jerome L.; McRae, James A. Jr. "Social Issues and Socioeconomic Status," Public Opinion Quarterly, v52 n4 p491-512 Win 1988.
Examines the relationship between socioeconomic status and conservatism on a wide range of social issues.

Rush, Michael. "Approval of the Public," The Agricultural Education Magazine, v60 n12 p4 Jun 1988.
Stresses the importance of public good will to the success of agricultural programs. Public relations involves a variety of programs and publics. This is one of several articles in this issue devoted to the role of public relations.

Smith, Perry M. "Twenty Guidelines for Leadership," Nation's Business, v77 n9 p60-61 Sept 1989.
Adapted from the book _Taking Charge: Making the Right Choices_, published by Avery Publishing Group, Inc., Garden City Park, New York, in 1988. Among the 20 guidelines are trust, teacher and communicator, problem-solving, stamina, good manager of time and resources, technical skills or competence, intolerance of incompetence, vision, and ability to subordinate one's own desires, egos and ambitions to institutional goals.

Stout, Patricia A.; and others. "Trends in Magazine Advertorial Use," Journalism Quarterly, v66 n4 p960-964 Win 1989.
Contends that advertorials are one of the fastest growing media trends in the industry today. Advertorials accounted for $113 million in revenue in 1986.

"Two Classic Campaigns in the Shaping of American Opinion," Public Relations Quarterly, v33 n4 p7-21 Win 1988-89.
Two articles chronicle a historically significant use of public relations methods: FBI and abortion rights.

Books

Budd, Richard W.; Ruben, Brent D., Eds. Beyond Media: New Approaches to Mass Communication. New Brunswick, NJ: Transaction Books. 1988. 320pp.
Describes the roles of various mass media in modern society and how they influence attitudes and behavior through selective dissemination of information.

Hovland, Roxanne; Wilcox, Gary B. Advertising in Society: Classic and Contemporary Readings on Advertising's Role in

Society. Lincolnwood, IL: NTC Business Books. 1989. 522pp.
Presents the legal, social and ethical issues that advertisers face daily.

Laufer, Romain; Paradeine, Catherine. Marketing Democracy: Public Opinion and Media Formation in Democratic Societies. New Brunswick, NJ: Transaction Publishing Co. 1988. 347pp.
Describes the role of public relations in a democracy.

Montgomery, Kathryn C. Target: Prime Time: Advocacy Groups and the Struggle Over Entertainment Television. Oxford: Oxford University Press. 1989. 288pp.
Presents a comprehensive picture of the impact of organized pressures exerted over primetime television programs.

Yankelovitch, Daniel; Harmon, Sidney. Starting with People. Boston: Houghton Mifflin. 1988. 258pp.
Offers a penetrating analysis of the gap that exists between the values and opinions of the American public and government policies on the international economic order.

Publication Management

Journals

Cobb, Robin. "Public Relations Going to Press," Marketing (UK), p41-42 Nov 17 1988.
Discusses the role and function of public relations periodicals and how they serve the organizations that sponsor them.

Shell, Adam. "Innovative Idea Goes Awry," Public Relations Journal, v45 n8 p7-8 Aug 1989.
A case history of a bank that used the USA Today format for its annual report.

--------. "New Crop of Annual Reports Offer Glimpse of the Future," Public Relations Journal, v45 n9 p10-11 Sept 1989.
Contends that annual reports are focusing on the company and the people who make up the company rather than profits and losses.

"University Periodical Formats: A Special Section," Currents, v14 n4 p16-34 Apr 1988.
Discusses university publications, their formats, graphics, writing, and most important, their success in getting high acceptance and readership.

"What Does Your CEO Really Want in the Annual Report?," Public Relations Journal, v45 n9 p11 Sept 1989.
Offers tips on how to get the CEO to express what he/she wants.

Book

Gedney, Karen; Fultz, Patrick. The Complete Guide to Creating Successful Brochures. Brentwood, NY: Asher-Gallant Press. 1989. 124pp.
Describes the facets of brochure development and ways to cut costs, stay on schedule, and create eye-catching designs. Also covers copywriting.

Research

Journals

Durante, Angela. "Pilot or Passenger: Is Your PR Office Leading Your Institution into the Future or Just Going Along for the Ride?," Currents, v14 n10 p30 Nov-Dec 1988.
Public relations function is making itself more useful by providing forecasts and trends data. Offers a checklist for practitioners to evaluate their usefulness to their employer.

Fox, Richard J.; and others. "Mail Survey Response Rate: A Meta-Analysis of Selected Techniques for Inducing Response," Public Opinion Quarterly, v52 n4 p467-491 Win 1988.
Reports the results of experimental studies which examine 10 different factors felt to influence response rates to mail surveys.

Grant, Andrew; Berkowitz, Emily S. "Knowledge Is Power: Learn About Prospects Before You Write Your Proposals," Currents, v14 n9 p6-9 Oct 1988.
Recommends research to know the institution and its key publics before embarking on a fund raising campaign for the university.

McGoon, Cliff. "Still Searching for Excellence," Communication World, v6 n10 p20-22 Oct 1989.
Describes a six-year research project to identify and analyze model communication programs. The goal is to relate communication to the bottom line.

Olson, Laury D. (Masher). "Job Satisfaction of Journalists and PR Personnel," Public Relations Review, v15 n4 p37-45 Win 1989.
Reports the results of a study of an equal number of journalists and public relations practitioners in the San Francisco bay area regarding satisfaction with their

chosen careers.

Peterson, Robert; and others. "Capitalism and Business: Public Perceptions," Business Horizons, v32 p63-66 May-Jun 1989.
Report of a study showing the American public tends to associate big business with capitalism and small business with private enterprise. Also finds that capitalism is perceived negatively while private enterprise has a positive connotation.

Rodgers, Joann. "Spread the Word About Science: Why You Should Publicize Basic Research," Currents, v14 n1 p22-26,29 Jan 1988.
Recommends not waiting for results or breakthroughs in research, but to keep key publics informed about basic research and research progress. Also provides a step-by-step approach to covering basic research and progress.

Schwartz, Donald F.; Glynn, Carroll J. "Selecting Channels for Institutional Public Relations," Public Relations Review, v15 n4 p24-36 Win 1989.
Reports the findings of a study which reveals a variety of structures and procedures employed for channel selection in corporate public relations. Also explores the role of public relations practitioners in those decisions.

Scudder, Joseph N.; Rettig, Lance S. "Recruitment Strategies for New Industry," Public Relations Review, v15 n3 p25-38 Fall 1989.
Reports a study that compared the communication strategies of small communities, one successful in recruiting new industry and the other unsuccessful. Success hinged on a marketing program and effective use of direct marketing. Personal contact strategies also were attributes of a successful program along with line-item budgeting.

Books

Brody, E. W.; Stone, Gerald C. Public Relations Research. Westport, CT: Praeger. 1989. 220pp.
Discusses the role of research in public relations problem-solving and measurement. Uses a broad definition of research that includes full disclosure of informal as well as formal measurements.

Brooklyn Public Library Staff. Business Rankings Annual. NY: Gale. 1989.
Compiles more than 3000 top listings of advertising agencies by gross income; best employers for women and parents; and many other categories of "top tens."

Davis, M. P. Director of Experts, Authorities and Spokespersons: The Talk Show Guest Directory. Washington, DC: Broadcast Interview Source. 1988.

A directory of experts who are available to serve as spokespersons on a variety of subjects and issues.

Erikson, R. S.; and others. American Public Opinion: Its Origins, Content and Impact, 3rd ed. NY: Macmillan. 1988.

Reviews and analyzes public opinion research.

Fan, D. P. Predictions of Public Opinion from the Mass Media Computer Content Analysis and Mathematical Modeling. Westport, CT: Greenwood Press. 1988. 220pp.

Provides insights into communication and social behavior based on research, including the cause and effect between the press and forming public opinion. Shakes firmly held beliefs in social behavior.

Fowler, F. J. Jr.. Survey Research Methods, rev. ed. Beverly Hills, CA: Sage. 1988.

Reports data collection in social science surveys including accepted procedures, standards and design decision-making. Also covers sampling, non-responses, methods, interviewing techniques, and ethics.

Gilbert, Dennis. A Compendium of American Public Opinion. NY: Facts on File. 1988.

Presents findings of published research from Gallup to those coming from academic institutions.

Grunig, James E.; Grunig, Larissa A. Public Relations Research Annual, Volume 1. Hillsdale, NJ: Lawrence Erlbaum Associates. 1989. 223pp.

First of its kind, offers readers reviews of major research programs and original research.

Salmon, Charles T. Information Campaigns. Newbury, CA: Sage. 1989. 312pp.

Explores information campaigns conducted by governments, industries, and special interest groups, and the social context in which they are planned and implemented.

Williams, Frederick; and others. Research Methods and the New Media. NY: Free Press. 1988.

Focuses on how new media technology affects media research.

Schools

Journals

Atteberry, Mary Wade. "History in the Making," Currents, v14 n1 p30-32,33 Jan 1988.
A case history of how nine of the Big 10 midwestern universities joined to celebrate the bicentennial of the Northwest Ordinance of 1787 that extended civil rights and privileges of citizenship on residents on the northwest territories.

Bacon, Donald C. "Lamar Alexander on School and Business," Nation's Business, v77 n4 p24 Apr 1989.
A question and answer interview with the president of the University of Tennessee and former governor of the state on the role and responsibility of business in education. Among the questions answered were: What can business do to help improve education? How should they do it? How they can justify the cost to their managements and stockholders?

Barre, Nancy. "Natural Resources: Making the Most of Alumni/Admission Volunteers," Currents, v14 n7 p34 Jul-Aug 1988.
Advocates alumni and admissions offices on university campuses to unite their resources to recruit students.

Bavolack, Christopher. "Members Only?," Currents, v14 n10 p36-39 Nov-Dec 1988.
Proposes nine questions that must be answered before a university can start an alumni program only for dues-paying members.

Bliwise, Robert J. "Detente with Development: How Editors Can Work Smoothly with Fund Raisers," Currents, v14 n10 48-52 Nov-Dec 1988.
Presents case histories to show how universities have handled bad news, related to news of the day, and used campus news to help fund raising efforts.

Bok, Derek. "Responding to Reform: How to Recapture Public Respect," Currents, v14 n4 p10-15 Apr 1988.
Offers a prescription for regaining public respect by universities. Calls for joining with the community and society to solve public problems.

Carman, Bruce R. "Putting Yourself to the Test," Currents, v14 n8 p48-50 Sept 1988.
Explains how one small college uses Nexis data base to measure their media coverage against their peer institutions.

Carter, Lindy Keane. "Minority Interest: How Brown University Meets the Needs of Its Minority Alumni," Currents, v14 n4 p45-48 Apr 1988.

Presents a case history from Brown University which established a Third World Alumni Affairs Committee to assure the continued interest and loyalty of minority alumni.

Cook, Constance Ewing. "A Guide to Grants: Sources of Federal Funds for Institutional Advancement," Currents, v14 n5 p38-46 May 1988.

A directory of federal agencies that support educational programs and research on university campuses.

"Corporate-Campus Partnerships," Currents, v14 n3 p6-32 Mar 1988.

Devotes a special section containing articles by several authors who discuss the underpinnings of corporate-campus relationships, why corporations give, and related topics.

Dark, Sandra. "Shape Up Your Firm's Image," Nation's Business, v77 n7 p42,44 Jul 1989.

Relates the case history of Highland Academy, an infants through sixth grade care and educational facility in Texas, which created an academic-centered image by changing its name and adopting a standard color scheme.

Dawes, Joseph. "The Business-Education Link," Nation's Business, v77 n6 p27 Jun 1989.

Suggests ways for managers and employees to make effective and immediate contributions to improving the quality of education in their local schools.

Durante, Angela. "Pilot or Passenger: Rate Your PR Office's Place on Campus," Currents, v14 n10 p30-33 Nov-Dec 1988.

Discusses problems of credibility and quality control, and provides a series of questions for university public relations officers for self-evaluation.

Eisenberg, Robert A. "An Action Agenda," Currents, v14 n8 p8-10 Sept. 1988.

Examines the adequacy of communication between higher education and its various publics.

Evans, Mark. "Education Marketing Basics: Advertising in the Classroom," Advertising Age, v59 n43 p18 Oct 19 1988.

Reports that more companies are looking to the school publics to build awareness and market share. For public relations, this provides lead time for shaping attitudes and behavior.

Fisher, Charles F. "Of Drive Gone By: Recharge Yourself with these Renewal Strategies," Currents, v14 n10 p54-58 Nov-Dec 1988.

Provides a prescription for handling the pressures of

running a university public relations office.

Forman, Robert G. "Diverse Goals, Common Problems," Currents, v14 p8-11 Jul-Aug 1988.
Describes the changing face of college populations and how the University of Michigan is coping.

Goldberg, Debbie. "The Young and the Generous: Are Baby Boomers Stingy with their Alma Mater?," Currents, v14 n4 p6-9 Apr 1988.
Presents success stories from universities on how and why young alumni give, and how much.

Grace, Judy Diane. "Research: A Question on Characteristics," Currents, v14 n10 p61-63 Nov-Dec 1988.
Draws from the literature to conclude that chief sources of income for two-year community colleges, public or private, are local business and industry and alumni within a 50-mile radius.

Hill, Frederick. "Office Operations: Basis for Good PR," American School & University, v61 n8 p22 Apr 1989.
Asserts that school and university public relations begin with employees who convey a feeling that the school is operated efficiently. This can assure budgetary support more than anything administrators can say or do.

Knight, Lucy. "Write on the Money: Basics of Proposal Writing," Currents, v14 n9 p10-17 Oct 1988.
Provides the basics of writing proposals for grants and gifts to finance university capital gifts programs and research. Includes pet peeves from foundation directors regarding proposals they have received.

Levine, Caryl; Marshall, John H. "Start Your Campaign with Style," Currents, v14 n4 p38-44 Apr 1988.
Explains how several universities launched their capital gifts campaigns, and how the start determined how they finished.

Lindsey, Lawrence B. "High Risks, High Rewards: How Education Can Adapt to Tomorrow's Economy," Currents, v14 n10 p10-15 Nov-Dec 1988.
Recommends changes that will improve university's ability to serve changing socioeconomic needs to survive.

Megeath, Michael; Elgin, Carol. "Public Relations: An Inside Job," The Agricultural Education Magazine, v60 n12 p11-12 Jun 1988.
Stresses the importance of internal communication. Explains how vocational programs within the schools can be enhanced by maintaining good working relations, sharing ideas, and welcoming input.

Miller, Steven. "Marketing Imagination," Currents, v15 n5 p6-8 May 1988.
Discusses the problems, solutions and techniques for marketing higher education to their publics including making certain that the images projected match the reality of the campus.

Moore, Edward H. "Public Relations Is Everybody's Job," Vocational Education Journal, v63 n8 p36-37 Nov-Dec 1988.
Asserts that in education, public relations is everyone's job because all jobs involve public contact. Therefore, training in communication skills and education in public relations should be part of every teacher and staff inservice program.

Muller, Steven. "Marketing Imagination: Hallmarks of a Successful Marketing Program," Currents, v14 n5 p6-12 May 1988.
Cautions university relations to make sure the reality of the institution matches the promises among other precautionary measures. Honesty, simplicity and repetition are the hallmarks of a successful marketing program.

Myers, Judy. "Two-Part Harmony: Running an Alumni Student Recruitment Program," Currents, v14 n7 p28 Jul-Aug 1988.
Recommends that the alumni and admissions offices on university campuses combine their forces to recruit students.

McLaughlin, Mary K. "Good Policy: Why and How to Write a Formal Development Policy," Currents, v14 n10 p42-47 Nov-Dec 1988.
Recommends adopting a written policy regarding accepting gifts and conditions.

Pokrass, Richard J. "Corporate Giving to Two-Year Colleges," Currents, v14 n1 p38-40 Jan 1988.
Asserts that corporations will give to two-year colleges as well as four-year institutions, since they follow their own interests and needs. Includes a chart of reasons given by more than 100 companies for giving to two-year colleges.

"Reaching Students and Donors Through Advertising," Currents, v14 n7 p12-27 Jul-Aug 1988.
Discusses effective and ineffective advertising, truth in advertising, when advertising pays and when it doesn't. Well illustrated.

Sevier, Bob. "Media Call on Line 32: Could Mean Life or Death," Currents, v14 n5 p34-36 May 1988.
Presents case histories of universities that have innovative media relations. One sends its key publics

clips from newspapers; another computerized its filing of photos.

Shorrick, John B. "Foreign Policy: Soliciting Corporate Support Internationally," Currents, v14 n2 p32-36 Feb 1988.
Presents a case history of how one U.S. university solicited money from foreign countries for its distinctive program and research in synthetic rubber and plastics.

Thurman, William. "Face It: PR Pablum Fools None of the People None of the Time," The American School Board Journal, v175 n3 p34 Mar 1988.
Asserts that school boards over-emphasize good news, and neglect the bad and controversial news that needs a public airing.

Tracthenberg, Stephen Joel. "All That We Can Chew: Academic Public Relations in a Much Higher Gear," Vital Speeches, p55 n3 p73-75 Nov 15 1988.
Offers an opportunity to present a unified vision of the role of higher education in the nation's and the world's global marketing and technology.

Van Duen, Bryan. "Give Yourself a Checkup: Auditing Your Alumni Association," Currents, v14 n9 p33-35 Oct 1988.
Asserts that a communication audit of alumni could uncover issues that need to be addressed and programs that need to be dropped and added.

Webb, Bonnie G. "Raising Your School to New Heights: Tips for a Winning PR Program," Instructor, v98 n2 p73-74 Sept 1988.
Recommends that school public relations programs work with a public relations committee of teachers and this committee be consulted before any public relations function is determined and implemented.

Wilcox, Dennis L. "How Do You Rate?," Currents, v14 n8 p46-48 Sept 1988.
Discusses various methods for testing the effectiveness of college public relations. Components of evaluation are production, messages, distribution, exposure, accuracy, audience awareness, behavioral change, and understanding objectives.

Special Events

Journals

Altman, Brad. "But Is It Art? Museum Living or 'Plop': Artwork Is Good Business for Malls," Chain Store Executive, v65 n11 p108-112 Nov 1989.
Asserts that a growing number of mall developers

favor art exhibitions in their malls as good for business.

Dininny, Paulette. "No Detail Too Small," Nation's Business, v77 n10 p62-64 Oct 1989.
Describes a well-planned and well-run meeting. Advises beginning with a specific, well-defined and realistic goal. Lists steps that include deciding who will be responsible for the details of planning, defining tasks to be performed, who is to do them, and in what sequence.

Edwards, Kathleen M. "Convention Coverage," Association Management, v40 n8 p154-159 Aug 1988.
Names steps for successful convention coverage: compile a host city media list, identify topics of general and media interest, schedule and accompany speakers to media interviews, make follow-up calls.

Everett, Martin. "Why Special Events Wash Well with Lever Brothers?," Sales & Marketing Management, v141 n11 p86,90 Sept 1989.
Describes a successful public relations campaign that included grassroots involvement, local media tie-in, and coordination at the point of sale.

Green David; Wall, Don. "Group Meetings: In Person vs. Satellite TV," Communication World, v5 n4 p22-25 Mar 1988.
Examines differences between in-person meetings and those transmitted by one-way video and two-way audio satellites.

Kinter, Bill N.; and others. "The Thrill of Victory (Without the Agony of Defeat)," Bank Marketing, v20 n12 p31-37 Dec 1988.
Presents case studies of a savings and loan institution that tied its marketing program to the Super Bowl.

Larranaga, Bob. "The More You Tell, the More You Sell," Bank Marketing, v21 n1 p31-32 Jan 1989.
Names the steps to a successful seminar as a public relations function: adopting a theme, selecting a site and dates with fewest conflicts, selecting participants for the program and the seminar.

MacNow, Glen. "Sports Tie-ins Help Firms Score," Nation's Business, v77 n9 p36-38 Sept 1989.
Answers the question: How do you reach a young, surprisingly affluent audience with a large female contingent?

McGreevy, Ralph W. "Maximizing Trade Show Exposure," Public Relations Journal, v45 n8 p29-30 Aug 1989.
Promotes trade show programs as a public relations

tool.

Salzberg, Allen. "Releasing Balloons Now a Publicity Bust," Public Relations Journal, v45 n6 p12-13 Jun 1989.
Warns that releasing balloons for a public relations event is dangerous to the environment. Sperm whales and sea turtles mistake balloons that land on water for jelly fish and eat them and starve.

Walters, Nancy R. "Conducting Special Events in Malls," Public Relations Journal, v45 n11 p31-33 Nov 1989.
Asserts that shopping malls offer an opportunity for high visibility to generate positive publicity. Benefits malls and provides direct access to customers, and targets audiences.

Watts, Simon. "Making Corporate Events Pay," Industrial Marketing Digest (UK), v14 n2 p58-69 2nd quarter 1989.
Discusses corporate hospitality as a communication tool. Presents a case history of a corporate promotion conducted on the famous Orient Express. Guests rode vintage busses to a theater to see a motivation movie.

Whitaker, Linda M. "School Birthday: PR Blitz," Clearing House, v62 n1 p39 Sept 1988.
Tells how school anniversaries can be celebrated with open houses and tours, PTA involvement and school musical productions.

Writing

Journals

Alexander, Pamela Cooper. "Avoiding High-Tech Hype," Public Relations Journal, v45 n3 p9-10 Mar 1989.
Proposes that cliches are undermining product credibility in press releases.

Gildea, Robert L. "Speaker, Writer: Let the Twain Meet," Public Relations Quarterly, v33 n2 p21-22 Sum 1988.
Makes a case for personal interaction between the executive speaker and the speech writer.

Glazer, George. "Beam It Over and Out--Via Satellite," Communication World, v5 n4 p14-15 Mar 1988.
A public relations firm uses satellite for coverage of major events around the globe in minutes.

Lewis, Jan. "How to Write Corporate Ads," Public Relations Journal, v44 n9 p45-46 Sept 1988.
Advocates a different approach to writing advertisements for each medium.

Lutz, William. "Doublespeak," Public Relations Quarterly, v33 n4 p25-30 Win 1988-89.
Offers examples of using language to mislead while appearing to tell the truth.

Rackleff, Robert B. "Writing a Commencement Speech," Public Relations Journal, v45 n4 p128-129 Apr 1989.
Offers guidelines on writing commencement speeches.

Thiebolt, Bernice A. "Rating Your Readability: New Methods Make Measuring Easier," Currents, v14 n2 p38-40 Feb 1988.
Describes a computer program that provides a readability index and recommends ways of raising it.

"Writing Better Letters," Currents, v14 n5 p14-28 May 1988.
Gives prescriptions for writing letters for donations. Includes reproductions of prizewinning letters and 50 ways to increase response rates, and the anatomy of an effective direct-mail appeal.

Books

Gragga, Sam; Gong, Gwendolyn. Editing: The Design of Rhetoric. Amityville, NY: Baywood Publishing. 1989. 232pp.
Views editing as a mechanical, noncreative process designed to produce a technically correct book, but includes the importance of skills such as critical thinking as part of the process.

Iacone, S. J. Modern Business Report Writing. NY: Macmillan. 1989. 380pp.
Offers approaches to writing a successful report from nature and purpose of the report, planning, gathering and evaluating information, organizing and outlining, formats, elements, illustrating, and writing drafts.

Kessler, Lauren; McDonald, Duncan. When Words Collide: A Journalist's Guide to Grammar and Style, 2nd ed. Belmont, CA: Wadsworth. 1988.
A grammar text written from an adult and applied viewpoint. Substitutes practice for theory.

Lippman, Thomas W., Ed. The Washington Post Deskbook on Style. NY: McGraw-Hill. 1989. 244pp.
Not a stylebook in the sense of an authority on accepted spelling, capitalization, etc., opens with a chapter on standards and ethics and continues with discussions of legal issues, the role of the ombudsman and the craft of writing an obituary, before it gets into using the language and style.

Long, R. K. Handbook for Public Relations Writing. Lincoln-

wood, IL: NTC Business Books. 1988.
Provides the basics of public relations writing in a variety of styles and formats for a variety of media. Includes an appendix of media placement.

Miller, R. L. Jr. How to Write for the Professional Journals: A Guide for Technically Trained Managers. Westport, CT: Quorum Books. 1988.
Attempts to guide experts to use the fundamentals of clear and concise writing to share their expertise.

Newsom, Doug; Wollart, J. A. Media Writing: Preparing Information for the Mass Media, 2nd ed. Belmont, CA: Wadsworth. 1988.
Explains similarities and differences in writing for the print and electronic media. Also covers the basics of various styles of writing including features, speeches and writing for teletext and videotex.

Tucker, Kerry; Dorelian, Doris. Public Relations Writing: A Planned Approach for Creating Results. Englewood Cliffs, NJ: Prentice Hall. 1989. 349pp.
Covers the fundamentals of writing for public relations, but also provides valuable information on how to get results by applying a message/media outline to every story. Also stresses writing to achieve specific results.